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NEW YORK, JULY 27, 1922

10c Copy



Green Olives S. R. O.

THERE is one delightful characteristic of Spanish Green Olives—to think about them is to want some, and the more one thinks, the stronger the longing grows.

A mental picture of the firm, plump, meaty fruit creates a veritable craving to taste the salty, tangy flavor. When the appetite

is aroused it must be satisfied. Such is the result once the mind has been prompted.

The American Importers of Spanish Green Olives, of New York City, chose Advertising Headquarters to do the prompting. The logical copy appeal was to the dormant appetite. But the advertisements were planned to do more than merely waken a desire. Each was written to jolt into the reader's mind a thought so tenacious that it would cling there until a sale resulted.

To date, sales have increased to a point where the members of the Association are wondering if the present supply will last until the new crop arrives. They are preparing to hang out the S. R. O. sign—which in theatrical parlance means "The house is sold out."

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

Where Is The Farm Market?

The farm market is everywhere.

At least a third of all the people on State Street or Fifth Avenue, Woodward Avenue or Euclid Avenue, Tremont Street or Chestnut Street are farmers.

They are in the stores where your goods are sold.

There is no such thing as a store strictly for city trade.

The automobile has made the United States a country of big cities.

Yet some manufacturers carefully strain their sales message through a fine-mesh sieve so that it reaches only the people who live in cities.



Six million families are ready and anxious to hear about your product.

Two million of the better class of farm families read The Standard Farm Papers.

These people go to town and buy in your stores.

Where is the farm market?

It is just as near you as the city market and a big field for additional business.

The Standard Farm Paper Unit

The flexible national medium with local prestige.

A. B. C. Circulation 2,909,000.

The Michigan Farmer
Established 1843
The Ohio Farmer
Established 1848
The Wisconsin Agriculturist
Established 1877
Prairie Farmer, Chicago
Established 1841
Pennsylvania Farmer
Established 1880
The Breeders' Gazette
Established 1881
The Nebraska Farmer
Established 1859
Wallaces' Farmer
Established 1895
Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882
The Farmer's Wife
Established 1900
Hoard's Dairyman
Established 1870
Progressive Farmer
Established 1886
Birmingham, Raleigh, Memphis, Dallas
Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
85 Madison Ave.,
New York City
Western Representatives:
STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

All Standard Farm Papers are members of the Audit Bureau of Circulation

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXX

NEW YORK, JULY 27, 1922

No. 4

"Wanted: More Specialties"

Has the Time Come When Standardization Must Let Up if Sales Are to Grow?

By Ray Giles

THIS article is the outgrowth of an interesting experiment which I can heartily recommend. A while back the thought came to me that it might be stimulating to cast my mind forward twenty-five years and attempt to picture advertising and marketing as they may be when that period arrives. One day a few weeks ago, a man whose name stands high in advertising circles, confessed to having indulged in a similar experiment. I took out the black notebook and read off some of my memoranda.

He listened thoughtfully. "One of the biggest changes which I expect," he said, "doesn't appear on your list. I think we will look back at this period as one which worshipped Standardization far beyond its deserving." His thoughts seemed to run largely to tires and silverware. He deplored the waste and inefficiency of sending out innumerable like-calibred salesmen to sell innumerable makes of tires of relative equality. He felt the same about the many brands of silverware which are laid before the jeweler every year. He felt that this must pass away before genuine brand enthusiasm could be developed in a large way among jobbers, dealers, manufacturers' salesmen and plain, everyday customers.

No one has ever advertised eggs in a national campaign because the hen is one of the nation's greatest manufacturers of standardized product. If a canny inventor

could introduce an extra supply of vitamins into hen's eggs, or through fancy feeding could produce a double-jointed egg with yolk and white in separate compartments, he might, no doubt, set out to win a national market fully protected against competition. Why? Because he would have a specialty!

Today if the public was advertising its needs to perplexed manufacturers, there would, I believe, be one commonest advertisement of all. At its head we would see the words: "Wanted: More Specialties."

Traveling about Boston a few months ago an advertising agent talked with three executives of one of the largest manufacturers of high-grade shoes. Business was poor. No need to go into details. It was just plain poor. Their shoes were well-made, and of orthodox, standardized design. The prices were fairly fixed. Profit to the dealer was adequate.

Taking a train south, this same advertising man by coincidence got into conversation with a salesman for another shoe manufacturer. In reply to the question "How's business?" this salesman volunteered the information that it was "fine." His prices were a shade higher than those of the distressed manufacturer. His name stood not so high. His dealer organization was nowhere near so good. But this man had a specialty—not handsome, not orthodox, not superior in leather

or findings—but, freakish, if you will, in one or two respects which made for individuality and comfort. Hard times had scarcely scratched him.

"The trouble is," volunteered the contented specialty shoe salesman, "that most shoes look alike. You can make a \$6 shoe that looks pretty much like an \$8 one, while a \$4 shoe won't seem much inferior to its brother priced at \$6."

There you have one of the evils of standardization—cheap shoes that look like ones costing more, cheap tires that look like their better competitors, cheap plated ware that apparently matches knives and forks and spoons which are priced much higher.

Bewildered by this apparent similarity in the offerings of shoe stores, a growing number of pedestrians apparently are thinking, "Wanted: A Shoe That Is a Specialty."

STANDARD LINES TURNED INTO SPECIALTIES

And once they take up the specialty they are far less open to substitution. The shoe of conventional design cannot be so easily substituted, for example, for a Ground Gripper. If a tire buyer becomes definitely interested in a Carlisle Rope Tire, it will be harder to get him to take away a cord tire instead. Even in plated ware a touch of specialization is introduced into the Holmes & Edwards line. Probably you remember how the plate wears through under the bowl of the spoon and on the under surface of the handle tip. At these points of extra wear the Holmes & Edwards people insert a solid block of silver. This feature has been advertised, and serves, to those familiar with it, to set this particular plated ware aside as something of a specialty.

The history of the typewriter business shows the introduction of one touch of specialization after another. Underwood specialized on visibility and quickly won a wide following largely on that score alone. Corona specialized on a small, compact machine.

Noiseless substituted the *pianissimo* click for the *forte*.

If there were a similar difference between various makes of men's clothing, what a shopping adventure we could make out of the purchase of a new suit! But Adler Collegian Clothes of Milwaukee evidently sense the call for a specialty. So we are reading that they have a new McBedwin Finish on the inside of their coats. We are for the first time introduced to the *inside* of a coat instead of the outside. And, other things equal, who wouldn't prefer a coat with an inside finish which has evidently been worked out by a specialist?

The value of specialties in the highly standardized men's wear field is evidently recognized by Rogers Peet to judge by their featuring of such ruthless merchandise as Westpointer Shoes and Scotch Mist Coats.

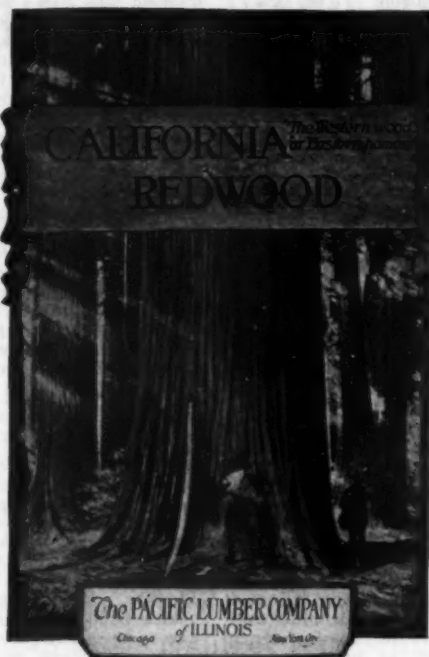
Once you are sold on these products, the chance for substitution fades out.

How can the manufacturer go about converting his highly standardized product into a specialty? Several principles suggest themselves.

(1) *A single element may be further developed, altered, or emphasized.* The Victor people have developed and emphasized their operatic record business to a point which amounts to specialization. This in no way interferes with the jazz record sales, but has served to lift the complete list of records high in popular thinking.

Carlisle Tires have been mentioned. The substitution of rope for cord is an example of altering one element to secure specialty value.

(2) *A new feature may be added.* The Kodak business is an example of the continuous addition of features having specialty value. Eastman specialized in meeting the amateur's needs. First he added compactness—or took away bulk, if your mind is running negatively today. Later additions included the Autographic Back, the Range Finder and a device to determine correct exposure.



The advertising of
The Pacific Lumber Company
is prepared by this agency

THE H.K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



And the wise manufacturer will take this tip from the Eastman business: Never be contented with a specialty feature added now and then—keep it up!

(3) *Subtraction sometimes works just as well.* Fuld & Hatch by subtracting the buttons found on union suits, have produced a garment which is entitled to be classed as a specialty—the Hatchway No-Button Union Suit.

At a time when the collar business was sputtering along in low speed, Van Heusen subtracted the starch from collars and created a specialty which immediately locked its business in high gear.

The history of invention suggests pretty clearly that things get simpler all the while. The man who is casting his mind forward to improvement may often get results by concentrating his effort on the subtraction of parts. It is pretty safe to predict that any device of many parts will be greatly simplified as time goes on. Why not today or tomorrow?

(4) *Consider the possibility of specializing on price.* Style-Plus Clothes were produced to meet the market for clothes at a fixed price range—\$25—\$30—\$35.

Today we have Selz Shoes at \$6 and Regals at \$6.80. A mere acquaintance with business is enough to tell us that a definite, fixed price will stir the manufacturer up to the point of giving unusual value at the price he asks. Unexpected ways and means crop up to increase the value offered. When Ingersoll fixed the asking price for his watch at \$1 he produced a specialty, and immediately had a position among watch manufacturers.

(5) *Hunt out the weakest point in goods of your class, and then find a way to overcome that weakness.*

The weakest point in socks used to be the toe and heel. By knitting extra thickness into these points, "specialty" socks were created with a true "specialty" appeal in them. This specialty of yesterday is today's staple, but it still remains to point a way to manufacturers in other lines.

(6) *It may be wise to cut a line or group of products.* Recently I traveled for a few days with a salesman who was selling a single product. Every other company in his field sells also a related product. As we went about, the higher standing of his one item was strikingly evident. Although there were several reasons for this, one of the strongest is the fact that this manufacturer puts all his skill and resources into the production of one instead of two products.

The history of successful business includes a large number of chapters devoted to manufacturers who cut off poor-paying and sometimes even profitable numbers in order to specialize on a more limited range of merchandise. "It is in working within limits that the artist reveals himself," said someone or other who had evidently been thinking after 5 o'clock.

STUBBORN INSISTENCE WON FOR FRANKLIN

(8) *When you're sure you're right have the courage and patience to stand by your specialty product until time and performance prove its worth.* Hats off to the two-cylinder Autocar—the air-cooled Franklin—the Stanley Steamer. Every one of these vehicle builders has had the courage to specialize—in the face of criticism—through the temptation, no doubt, temporarily to increase profits through compromising with standardization.

The specialty market may be a slow one at times but it builds an unusually loyal following which counts when buyers' strikes come round.

Though other truck manufacturers gave up two-cylinder engines, Autocar has held to this type of motor for its trucks of one and a half and two tons carrying capacity. Count the two-cylinder Autocars if you want proof that a specialty paid.

Though others gave up air-cooling, Franklin held out. And now the cycle completes itself. Franklin's success grows. Other air-cooled cars are coming.

Ready-Built Confidence

Business houses take many years to build up a prestige and confidence with their customers thru their representatives. This is the most important factor in all sales plans.

It has taken over a quarter of a century for the publishers of **THE AMERICAN WOMAN** to secure the prestige and great confidence it now enjoys with its readers.

The advertising pages of **THE AMERICAN WOMAN** are offered to all reputable business houses as their direct representative in over 600,000 small town homes and every advertisement carries the "money back guarantee" of the publishers.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Though steam-propelled cars declined, they are coming into greater prominence. Newcomers in the field are announced. The public may temporarily balk at specialties through sheer crowd-mindedness, but sooner or later the sound specialty comes into its own.

(9) *Perhaps you can change the ingredients.* Another Stanley made an all-steel vacuum bottle and thus produced a specialty.

Once shingles were shingles. Today we have copper shingles, asbestos shingles and zinc shingles.

Steel tennis racquets and steel-shafted golf clubs fall also in this class.

(10) *A mere change or difference in size often produces a specialty.* The new Conklin over-size fountain pen is a good example. Motorists will remember the Goodyear "10 per cent oversize—no rim-cut" advertising which at that time served to set Goodyear Tires somewhat apart as a specialty.

(11) *Give an extra measure of some one element.* When Cadillac doubled its number of cylinders it produced a specialty. When Rickenbacker put two flywheels on his engine he produced a new talking point which sounds convincing.

(12) *Add some extra convenience for the customer.* Valet Auto-Strop Razor added a strop in convenient form. H-O Oatmeal steam-cooks its oatmeal at the mill and thus enables the user to serve it after a much shorter period of cooking than that required for standardized oatmeals.

Lest the reader think that the specialty is being exploited here merely for the sake of being different, he might be interested in the accompanying advantages which one manufacturer discovered on emerging from a highly standardized field:

"The benefits of our simple change in design," he says, "have been felt in every side of our marketing.

"So long as our product was almost identical with others in its

field, our advertising had to rely chiefly on superiority of space, art work and technique in its effort to make us outstanding. Now we have something real to talk about.

"Our salesmen are extremely enthusiastic about their new talking point. They feel much more keenly their responsibility for results. I am sure that a competitor would find it more difficult to hire them away today than formerly.

"Dealers like the specialty's talking points. What's more, we find a material increase in the number of counter and window displays since we made the slight change."

All the world loves something to talk about. Specialties offer that "something."

Will Represent "Hearst's International" in Chicago

William F. Johns has resigned from the Minneapolis Journal to become Western advertising manager of Hearst's International with headquarters at Chicago. Mr. Johns was at one time associated with the Chicago office of Good Housekeeping, and prior to that was with Pictorial Review, and O'Mara & Ormabee, Inc.

N. W. Doorly Becomes Officer in Tracy Agency

N. W. Doorly, who has been advertising manager of Men's Wear and the Chicago Apparel Gazette, Fairchild publications, and manager of ready-to-wear advertising in the Daily News Record, another Fairchild publication, has resigned to become president of W. I. Tracy, Inc., New York advertising agency.

Hat Account for F. Wallis Armstrong

Frank Schoble & Co., Philadelphia, makers of Schoble hats, have placed their account with the F. Wallis Armstrong Company, Philadelphia.

"H & H" Honey Account for N. W. Ayer & Son

Hoffman & Hauck, Inc., Woodhaven, N. Y., "H. & H." Honey, has placed its account with N. W. Ayer & Son.

R. M. Burdge has joined the production department of the Kuhl & Bent Company, Chicago direct-mail house. He has been advertising manager of the McMaster Car Supply Company, Chicago.

1355 lbs. of food are consumed during one year by each adult in the U. S.

Brains require a goodly portion.

Those who do not know now that the Standard Union has had for many years the largest circulation in Brooklyn evidently are not eating their share.

R. F. R. Huntman

Railroad Advertising during the Shopmen's Strike

How Support of Public Is Sought by Some of the Lines Affected

By J. G. Condon

"OUT of the railroad strike at Corbin, Ky., has arisen an intolerable situation which we have labored for a week to relieve, but without material success. Now that we are forced to take more definite action, I am impelled by a sense of personal duty, as well as responsibility, to acquaint the public with conditions at that point. This is done both because I know the people of Kentucky are interested in the maintenance of law and order and also of railway service, and because I am hopeful that publicity will aid in averting what it is feared might otherwise be a serious outcome."

This is the striking introduction to a large-space advertisement in newspapers of the Blue Grass State in territory served by the Louisville & Nashville Railroad, signed by its president, W. L. Mapother. It is a typical case of how some transportation heads have taken their case to the public in the present shopmen's strike, confident that upon their presentation of the facts the people generally could be relied upon to see that the carriers had a square deal.

But his direct bid for public support in newspaper advertising is not the only remarkable feature of Mr. Mapother's copy. After describing the strike conditions at Corbin, which he calls a pivotal transportation point, he violates old-time railroad methods by announcing what the road plans to do there.

"The situation at Corbin is comparatively quiet," reads the advertisement, "but the price of this outward calm is the stifling of that railway service which it is this company's duty to the public to render. Accordingly, finding that local protection will be wholly inadequate, even the appointment

of additional deputy sheriffs having been refused, we are engaged in constructing and equipping a tent camp at Corbin, and will shortly send there several hundred men, comprising the new shop employees and a force of guards to protect them and the company's property. In this action I am sure that we have the support of all those who believe in the supremacy of the law over force, but I thought you (the advertisement is addressed 'To The Public') were entitled to know these facts and to be given the opportunity to utilize the weight of your concerted opinion in the interest of right and of law and order."

In his concluding paragraph Mr. Mapother strikes another interesting note.

"I need hardly add," he says, "that the procedure outlined is not due to ill-will toward our former employees. On the contrary, realizing that they have been misled and that many have struck against their wishes under a moral pressure which could hardly be resisted, our feeling is one of regret and genuine concern for their future welfare; and we have delayed action this long in the hope that they would see the futility of a strike which, because of its illegality and injustice, is condemned by the whole nation."

OTHER RAILROADS ADVERTISE

The Louisville & Nashville advertisement is not the only remarkable use of paid space in the newspapers by the railroads in their present labor trouble. The New York Central took nearly a half page in reproducing in large type in a Rochester Sunday newspaper the resolution adopted by the United States Railroad Labor Board, announcing the present strike and defining the position of

The Public Was Doing the Buyer's Buying

DEALERS and their buyers kept telling a certain manufacturer—"Advertising has little or no influence on the sale of your goods. We stock your line because we know it. The public buys it because they know us."

For years he believed them. Then, a Richards survey unearthed for him the following facts:—

The goods of one manufacturer, once a dominant leader in sales but a non-advertiser, were absolutely unknown by name to the public. The public knew only advertised brands.

Another manufacturer—in business less than ten years, but an ardent advertiser—had secured far better distribution than the leader had been able to secure in thirty-five years.

In small towns where the leader once held full sway, three competitors—all national advertisers—each had a greater number of accounts.

Public demand generated by advertising was doing the buyer's buying!

The one sound and safe method of keeping abreast of today's difficult economic situation is to get direct from the field a picture based on an unbiased analysis of *today's* marketing conditions and back it up by *fact* advertising.

JOSEPH RICHARDS CO. INC.

An Advertising Agency — Est. 1874

NINE EAST FORTIETH ST. NEW YORK



"Facts First—then Advertising"
RICHARDS

the men leaving the railroad service as well as those entering it as a result of the trouble. The Buffalo, Rochester & Pittsburgh did the same thing on a smaller scale, reproducing only the final paragraph of the Labor Board's resolution, reading:

Be it resolved, that, if it be assumed that the employees who leave the service of the carrier because of their dissatisfaction with any decisions of the Labor Board are within their rights in so doing, it must likewise be conceded that the men who remain in the service and those who enter it anew are within their rights in accepting such employment, that they are not strikebreakers seeking to impose the arbitrary will of an employer on employees; that they have the moral as well as the legal right to engage in such service of the American public to avoid interruption of indispensable railway transportation, and that they are entitled to the protection of every department and branch of the Government—State and national.

Neither road offered any comment or argument in this connection, apparently regarding the Labor Board's expression of its attitude as entirely sufficient, and contenting themselves merely with a signature.

Other railroads over the country used newspaper advertising to bring specific features of the strike situation to the public's attention, and in every line of it was indicated the fact that the necessity of the public's good-will and co-operation was regarded as vital. Similarly, in reducing service, as some lines have been compelled to, because of the coal shortage more than because of the shop craft dispute, there has been a tendency not only to tell the whole story but also to do everything possible to inconvenience travelers as little as possible. If the public is going to be "damned" now, the railroads apparently are determined that someone else is going to do the damning.

Never, probably, before, have the railroads done such extensive newspaper advertising in the big labor markets for men to fill the places of the strikers. On every line, apparently, there was a desire to get away from the professional strikebreaker to be had from the detective and other agencies engaged in that work, and to get

substantial, efficient men willing to enter railroad service because of the advantages it offered them. Many of the advertisements played up the facts in the controversy as outlined in the official statements of the Labor Board and emphasized the wages to be paid—which, the railroads contend—are generally in excess of those offered for similar work in other industries. Want columns generally were used—one New York newspaper showing as many as two solid pages of advertisements for railroad workers—although some lines apparently preferred the display columns. In any event, it is generally understood that the railroads have been well satisfied with the response to their appeal for men.

In the meanwhile it is noteworthy that there has been little interruption in the regular summer advertising of the railroads. The New York Central's present campaign has continued persistently and the Western lines have confidently called people of the East to the playgrounds of their country while Eastern lines have gone ahead announcing excursions, special week-end fares to resorts, etc., without thought of trouble. If there has been any particular timidity on the part of the traveling public it has hardly been noticeable and those who have hesitated to make vacation trips through fear of a transportation tie-up have had their places readily filled by others.

New Package Lye Advertiser

The Niagara Alkali Company, Niagara Falls, N. Y., maker of chlorinated products, which have been sold in bulk in domestic and foreign trade, is now introducing through retail grocery stores a packaged lye for household uses under the name of "Niagara Flake Lye." Newspaper advertising is being used in Ohio, Indiana and Michigan. The Cleveland office of The H. K. McCann Company, as previously reported, is directing the advertising.

St. Louis "Globe-Democrat" Makes Addition to Staff

Carl F. Wieden, until recently with the sales department of the Peter Hauptmann Tobacco Company, St. Louis, has joined the service and promotion department of the St. Louis *Globe-Democrat*.

Ready for Distribution

REVISED

INFORMATION ABOUT ST. LOUIS

and Its Great Merchandising Territory

Leading Advertising Agencies pronounced the former edition of this book a valuable addition to their information files. The revision now ready for distribution will be sent free, upon request, to any seriously interested advertiser or agency.

Every advertiser who is advertising, or contemplating advertising, in St. Louis, will find a great fund of helpful information in this booklet.

The Five Sections Cover—

- Information About St. Louis and Territory**
- Circulation Information**
- Advertising Rate Comparisons**
- Merchandising Information**
- Advertising Information**

Address

ST. LOUIS POST-DISPATCH

Or Call on

S. C. BECKWITH SPECIAL AGENCY

New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta,
Los Angeles, San Francisco

Collier's

THE NATIONAL WEEKLY

5¢ a copy
10¢ a week



EDWARD A. FILENE

Too many retailers, yes. But there are certainly none too many of the type of Mr. Filene. Born in 1860, he was educated in the public schools of Lynn, Massachusetts, and with his brother started a small store in that city. Later they moved to Boston to found what is now the greatest specialty store in the country. The guiding principle of the store is "We have no right to succeed unless we are of real service to the community." In recent years Mr. Filene has given most of his time to public affairs.

His article, "What Can a Rich Man Do?" in Collier's for July 29 sets out the problem of the rich man who wants to serve, with a clarity that challenges the good sense and the resourcefulness of the whole nation.

Collier's
THE NATIONAL WEEKLY



It took the Quality Shop only eight years to outgrow their original one-floor location.

In 1913, when they moved to their present place, they occupied the whole building and have become one of the finest Clothing and Haberdashery shops in the city.

H. J. Cahn, president, is shown in the photograph. Associated with him are Samuel L. Fechenbach, vice-president, and Louis Cahn, secretary and treasurer.

is guided largely by the lines of stock that impress them while they are rambling around among Baltimore's retail stores.

Where does your product stand on this Baltimore market? Is its prominence so definite and its popularity in Baltimore so pronounced as to induce these merchant buyers from a score of states to feature it in their home towns, too?

Develop this great Baltimore field. National manufacturers, planning their advertising schedules, find that the NEWS and AMERICAN give it splendid coverage. They find, in this combination, not only density and quality circulation, but—and here they discover the real secret of NEWS and AMERICAN advertising power—an unbiased belief and confidence in these media as authoritative sources of information and opinion.

NEWS and AMERICAN advertising, going into practically every buyer's home in and near Baltimore, carries a combined rate for 1,000 lines or more of 30 cents daily, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Baltimore's Wholesale Influence Reaches into Middle West

BALTIMORE'S sphere of influence as a wholesale center embraces not only the southeastern states but sweeps far into the Middle West as well.

This brings tens of thousands of merchant customers to Baltimore's wholesale houses annually—buyers who not only delve deeply into wholesale stocks, but whose buying

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Careful Planning Gets Maximum Results in an "Off" Season

All Factors Included in Spring Campaign of The Printz-Biederman Company

By Roy W. Johnson

IT is one of the most healthful signs of advertising progress that every year there are fewer concerns that insist upon dividing an advertising appropriation into so many insertions to appear every so often, and trust in some tutelary divinity that the campaign will pay a profit. In the old days of anti-substitution propaganda, it was not uncommonly assumed that a sufficiently vigorous exposition of the product in consumer copy could be relied upon to force the dealer and the jobber into a complaisant attitude, and that all the other factors contributing to a sale could be neglected if only the public was convinced that the product was desirable. It is probable that one of the greatest handicaps advertising has had to overcome was the influence of those who had given advertising a trial under such conditions, and were firmly convinced that it didn't pay.

This glance at ancient history (though it is less than twenty years ago) is suggestive as a demonstration of how far and how fast we have really progressed in our understanding of advertising. Consumer advertising is still the controlling factor, and will doubtless remain so. But advertisers have learned that an appropriation which provides only for consumer advertising is not large enough. There are many other factors which contribute to the making of sales, none of which can be neglected. Today there are many concerns which, instead of stopping with the consumer, make their appropriations large enough to include specific selling help for every factor involved, down to the individual retail clerk who meets the consumer face to face.

The recently concluded spring campaign of The Printz-Biederman Company, of Cleveland, is a

good example of this because it is unusually complete, and because it helped to make one of the most successful seasons in the company's history out of a period when business conditions were doubtful at the best, and many concerns found them extremely difficult.

APPROACHING THE DEALER WITH HELP FROM A DIFFERENT ANGLE

Naturally enough it was from this angle of business conditions that the company approached the subject of its spring campaign. There was little doubt that sentiment was on the mend, and could be expected to continue. But the retailer, having felt the pinch with considerable severity, was inclined to proceed with considerable caution. The consumer advertising which had been planned—six double spreads in four magazines of large circulation—could be relied upon to demonstrate the acceptability of Printzess garments—but what then? It was felt that some special stimulation must be furnished to the retailer if the full effect of the consumer advertising were to be translated into actual sales. It was clearly understood, in addition, that mere "talk" would not do. The trade was pretty well fed-up on good advice, and preachments on pep, optimism, and kindred texts were being received with too much regularity to be effective. The sort of help that was needed was practical help in selling the individual garments in the dealer's stock to individual customers—something that would demonstrate the salability of the advertised goods by *doing it*, instead of arguing about it.

This eventually assumed tangible form in the shape of two sales manuals, which will be described in a moment. Before going on, however, it is necessary to ex-

well, at the movie or the fireworks their emotions were played upon. It's quite different when you are trying to sell them garments.'

"But it isn't 'quite different.'

"Vanity is a stronger feeling than excitement at the beauty of fireworks, and it is on the job all the time. . . .

"If you are wise enough to see what it is that appeals most strongly to the woman who has put herself in your hands, you can sell her if she is to be sold.

"Although the public can be divided arbitrarily into figure types, and the garment selected that is most becoming for the type, the actual selling arguments that induce a woman to buy are based largely on her own individuality and the circumstances that go to make up her life.

WOMEN ARE CLASSIFIED

"Our groupings are made according to the circumstances that go to make up her life. Within these groupings are women who vary, but who have all pretty much the same factors to consider in buying their garments. Therefore they can be treated as groups."

There are eight of these major groups, which are listed and separately discussed:

- The Young Unmarried Woman
- The Young Married Woman
 - (a) Without Children
 - (b) With Children
- The Middle-Aged Unmarried Woman
- The Middle-Aged Married Woman
 - (a) Without Children
 - (b) With Children
- The Elderly Unmarried Woman
- The Elderly Married Woman
 - (a) Without Children
 - (b) With Children
- The Unmarried Professional or Business Woman
- The Married Professional or Business Woman

The special characteristics of each group are pointed out briefly, together with the arguments which are most likely to appeal, and the objections which are most likely to be raised. Thus, for the young unmarried girl, the book points out that the main appeals are becomingness and style, and the price question must be handled with the utmost care.

"Girls at this age," says the

text, "especially unmarried girls, are very sensitive about the opinion of others; and they are most susceptible to offense where the fatness of their, or their family's pocketbook is in question.

"If the girl is in business she can be talked to on the topics of durability, but beware of allowing her to feel that you have the least idea that her life outside her business hours is not so frivolous and full of pleasure as that of her idle sisters."

The greater part of the seventy pages contained in the manual, however, is taken up with dramatizations of actual sales to customers in each of the eight groups. These are written in a natural, conversational style, showing exactly how a given situation may be handled, with a brief word or two of comment at the end to bring out the significance of the story. They emphasize by example rather than by precept the proper technique in handling customers of the various classes—when to bring up and when to avoid the subject of price, when to encourage confidences on the part of the customer, how to meet the objection that another store is cheaper, and so following.

"Although 90 per cent of the sale," is the final word in the booklet, "depends upon your ability to tactfully master the minds and emotions of your customers, 10 per cent is based on your knowledge of the merchandise you are selling. To acquaint you with Printz merchandise is the purpose of the booklet 'Selling to Women, No. 2.' You will find it as interesting as booklet No. 1, and as helpful."

This second booklet is in reality a complete exposition of the idea of "Personalized Style" as featured in the company's advertising to the consumer, and gives the saleswoman exactly the necessary information needed to tie up with the impressions left by the advertising in the customer's mind. It explains in detail the twelve figure types used by the company in designing its garments, and covers in full detail every step in the process of production, with special emphasis upon peculiar features of

construction adopted by the company.

These books were placed in the hands of the retail salespeople several months in advance of the formal opening of the season, and the consumer campaign began as early as December with a letter mailed by the company to lists of customers furnished by its dealers. This letter called attention specifically to a new fabric—Trelaine—and concluded as follows:

"When calling on O. P. McArthur & Company—your Printzess dealer—ask him to show you samples of this new fabric, for he will be delighted to show you not only the fabrics, but fashions and styles conceived through Trelaine in the very latest models for spring. Make it a point to call in advance of the general presentation and become acquainted with the soft, rich, new fabric, destined for a permanent place in American dress."

The magazine campaign of double spreads, already mentioned, was scheduled to start in March. In advance of this, however, the company had prepared two local newspaper campaigns, to run over the dealer's name. The dealer paid for the space, and all mats and electros were furnished by the company. This copy began to run about February 1, and between that date and the first of May the company's dealers used 32,068 column inches of newspaper space under this arrangement. That in itself is a rather impressive showing of dealer co-operation in the promotion of advertised goods. In addition to the complete campaigns of local advertising, the company issues a monthly Dealers' Service Sheet, featuring timely illustrations and copy, and more than 10,000 mats and electros were requested and used during the season.

In laying out its schedule for the magazine advertising, the company considered the matter from the standpoint of the dealer, and instead of merely spreading insertions at regular intervals over the entire period, concentrated the greatest effort at the beginning of the season when style and prestige

were of more importance than price. Thus, four double spreads were run during the four weeks of March, and two in the five weeks following. The March advertisements emphasized the "personalized style" idea, and featured models to correspond with the twelve figure types used by the company's designers. These figure types were explained and illustrated in a style book, imprinted with the dealer's name on the front cover, which was supplied to the dealers and also sent by the company direct in response to inquiries received from consumers. Though no attempt was made to pull inquiries direct, 1,720 women wrote to the company during March.

The same twelve garments were displayed in the first section of the local newspaper campaigns already referred to and four display cards were furnished to dealers for use during this period. The two double spreads used in the second "section" of the campaign also featured twelve garments, but emphasized price groups in addition. Prices were also mentioned in the direct-mail matter used, and the second section of the newspaper campaigns linked up with the same idea. And finally, when the season was approaching the period of clearance sales, a special style book entitled "Printz Best Sellers" was distributed, emphasizing the popularity of the line, and the reasonable price range.

"The campaign," says the company, "we have every reason to believe distinguishes the closing season as one of the most successful in our history, not only from the standpoint of profit but more particularly because of the lasting satisfactory relationship established between our customers and ourselves."

Seedsman Plan Advertising

The John Lewis Childs Company, Floral Park, N. Y., seedsman and bulb producers, plan a national advertising campaign in the fall in women's magazines and a list of twenty-five national mediums.

The account is with the Tuthill Advertising Agency, New York.

Selling Foodstuffs in Philadelphia

"The City of Homes" is probably the most effective market for the manufacturer of foodstuffs, by reason of the fact that within its city limits alone there are over four hundred thousand separate dwellings, in most of which "the lady of the house" decides and prepares the daily menu.

If you could educate all of the housekeepers in and around Philadelphia to ask for your brand by name, you would be independent of the many harassing conditions that attend the sale of foodstuffs in bulk.

In Philadelphia there are 68 wholesale grocers and jobbers and 4,559 retailers,* who would be your active salesmen if you were to educate the Philadelphia public to ask for your brand by name.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

THE BULLETIN



A. B. C. Report of net paid daily average circulation for six months ending March 31, 1922: 494,499 copies a day.

The circulation of The Philadelphia Bulletin is one of the largest in America.

New York—Dan A. Carroll, 150 Nassau Street

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1.

Paris—J. J. B. Hecsey, 5 rue Lamartine (9).

*Send for a copy of The Bulletin's list of retail and wholesale grocers in Philadelphia and Camden and salesmen's route map of this district.

(Copyright 1922—W. L. McLean)

CO-OPERATIVE MARKETING OF

Potatoes and Cabbage

THE Empire State Potato Association, which was organized a year ago, has a membership of 490 potato and cabbage growers. The Central Association is composed of 17 local associations.

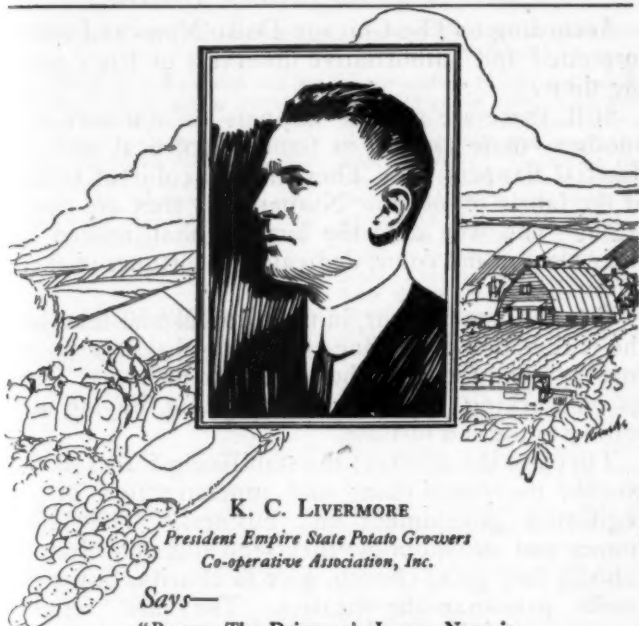
The sales policy of this association is to develop small town and city business, instead of depending upon a few large markets. Up to and including May 1st, 1922, the shipments amounted to 370 cars of potatoes and cabbage and were sold for one quarter of a million dollars. These cars were shipped to 19 different states and 94 different markets.

Through better merchandising, more efficient distribution, better grading and standardizing of the Empire brand, the association aims to benefit both the consumer and producer. The price secured by the co-operative selling of the 1921 crop brought these farmers \$3.00 more per ton for cabbage and from 5c to 10c more per bushel for potatoes than if they had operated under the old system.

All indications point to a very large increase in number of locals and a still larger increase in value of tonnage for the next shipping season. Several new associations have practically completed their organization and many others are in the process of organization.



NEW YORK STATE FARM PRODUCTS



K. C. LIVERMORE

*President Empire State Potato Growers
Co-operative Association, Inc.*

Says—

"Because The Dairymen's League News is farmer owned and controlled, we all have confidence in its contents and policies and we all read it as the out and out champion of the co-operative movement in New York. The News has won the respect and esteem of modern business farmers, so the Empire State Potato Growers Co-operative Association values highly the privilege of broadcasting thru the News messages to members and all State potato and cabbage growers."

DAIRYMEN'S LEAGUE NEWS

"The Farmer-owned Marketing Paper"

UTICA, N.Y.

New York : 303 Fifth Avenue
Chicago: 10 So. La Salle Street

"The Flapper is Flapping Out"

According to The Chicago Daily News and other interested and authoritative observers of life's passing show.

Still, there are always "flappers" of one sort and another—male as well as female; political and industrial flappers too. They are the colorful fringe of the fabric of society. Numerically they are never strong—and woe unto the business that, misled by their clamor and color, dedicates its fortunes to their whims!

The flappers flap out, in their dozens and tens, but the real, honest-to-goodness buyers and sellers, go on forever—and they must be counted in millions. They go on working, marrying, reproducing, buying and selling to the end of time.

They are the abiders; the stabilizing forces of the world; the foundations and superstructure of all legitimate government and business. They own homes and automobiles; they send their children to school; they go to church, give to charity, buy good books, patronize the theatres. They are "regular people," with income—and legitimate in all things. The Chicago Daily News knows them, as it ought to, inasmuch as its 401,698 yearly daily average circulation—approximately 1,200,000 readers daily—are of this mightily and enduring stock.

For more than a generation The Daily News has been the trusted informant, guide and entertainer of the great majority of worth-while families in Chicago and its immediate suburbs. This fact explains why advertisers who seek and retain a commanding place in the Chicago field, place more of their advertising in The Daily News, year in and year out, than in any other Chicago daily newspaper.

The Chicago Daily News

First in Chicago

Co-operative Campaign to Sell Small Colleges to a State

Wisconsin-Colleges Representing Five Denominations Unite to Show How
They Turn Out a Product That the State Needs

BUSINESS houses with similar ideals selling similar goods or services have made themselves the ringmasters of co-operative advertising. They have caught it, tamed it and trained it to do a very neat turn in the sawdust sales ring. And co-operative advertising has been increasingly effective in re-

country where the State university is in full bloom most of the time, these nine small colleges came to the decision that they must have wider publicity. To attract students and future financial support they agreed that they must sell the advantages of the small college to Wisconsin by adopting the recognized promotion methods of business. For two years they have been doing this successfully by direct mail and in newspapers, trade journals, fawn and religious publications.

The Wisconsin Colleges Associated is made up of Beloit, Campion, Carroll, Lawrence, Marquette, Milton, Milwaukee-Downer, Northland, Ripon colleges and Marquette University. None of these receives a dollar of State aid. They all stand for what may be termed the "old-fashioned college"; only one of the number offers professional courses. In the group are represented the Methodist, Presbyterian, Baptist, Roman Catholic and Congregational churches.

"To advertise such a group of colleges is a unique undertaking," said Dr. Herbert P. Houghton, executive secretary of the associated colleges, to PRINTERS' INK. "The propaganda of the united advertisement must have to do mainly with showing what these colleges stand for and what they undertake to do. Foremost in the minds of the associated presidents has been the idea of strengthening both religion and citizenship in Wisconsin through the medium of these institutions.

"More than 100 newspapers in Wisconsin alone have been used for the advertisements in the past three years. Their purpose has been to demonstrate to the people of the State that these nine colleges are standing together on a platform of high ideals and sound religious faith. Publicity knows

HIGH YIELD

From Safe Investment is a Demand of the Modern World.
The Investor in Education receives the Dividend of a Deed
of Faith Well Done for the Future.

The Student receives as the Return on his Investment Increased
Power for Doing and Developed Personality for
Succeeding.

Beloit	Lawrence	Milwaukee-Downer
Campion	Marquette	Northland
Carroll	Milton	Ripon

Wisconsin Colleges Associated

SMALL, UNOBTUSIVE ADVERTISEMENTS
HAVE ACCOMPLISHED THEIR PURPOSE FOR
WISCONSIN COLLEGES

cent years in helping to fill up the big top with paid admissions.

As a matter of fact it has done more than that. It has built up a certain marketing prestige which is fully as valuable as improved sales records. Many small businesses have discovered that by joining forces, and without necessarily increasing their appropriations, they have been able to send out far wider advertising ripples than any number of individual campaigns could possibly create.

If co-operative advertising is good for butchers, bakers and tailors or the insurance men, why won't it work for the small college? Substantially that is the question which nine Wisconsin colleges put to themselves three years ago at the close of a joint drive for funds. They decided that it would work, and it has.

Situated in a section of the

no prejudice, and the advertising has been in no way limited to any class of newspapers.

"The large city dailies, the agricultural papers, the county weeklies, the religious press, educational journals and even trade and professional journals have carried these advertisements. The appeal has been not for money directly, nor yet for students, although in the latter instance it must be said that the campaign has so increased the enrollment in the colleges that several of the institutions have been obliged to turn away students because of inadequate facilities.

"The advertising has had a direct bearing on the citizenship of Wisconsin. It aims to demonstrate among other things that it is possible to teach religion without denominational influence in the college; that a student will in the long run obtain better results from a small college than from the larger overcrowded universities; that it is patriotic and sensible to send students to college near home and that the investment in the college on the part of the donor yields him interest in the form of better prepared service from the commonwealth.

"Over and over again it is driven home in the advertisements that the colleges are preparing not scholars but citizens. The aim of these nine associated colleges is to send out thoroughly trained, reliable, useful citizens who shall bring to Wisconsin a vast return for the money expended on their education."

The copy used has been extremely simple and direct, consisting for the most part of brief summaries of the aims of the Wisconsin Colleges Associated and occasional announcements of the courses offered. Frequently it has appeared in foreign languages for the benefit of Wisconsin's German and other foreign language speaking population.

The campaigns in newspapers and other publications have been closely followed up with bi-monthly bulletins and catalogues of the various colleges when requested. These have been in keen

demand and they have obtained a wide distribution in the State and elsewhere.

As Dr. Houghton puts it and as the campaign of the Wisconsin Colleges Associated has demonstrated pretty thoroughly, "publicity knows no prejudice." Co-operative advertising has equipped the small business with a voice as loud and clear and as dominant in its particular territory as that of the large individual advertiser. The associated colleges have found their co-operative campaign profitable in more than a limited pecuniary sense. Their success in submerging denominational differences to unite in overcoming common problems must put the latent force of co-operative advertising in a more favorable light to many groups which have always felt that they have had little in common to advertise.

June Building Breaks Record

June building returns point to another surge forward in the industry, the gain over May marking a new high record, according to *Bradstreet's*. Returns from 141 cities of the United States for June show the value of construction permitted totaled \$218,674,449, against \$206,804,015 in May and \$127,671,278 in June, 1921, a gain of 5.5 per cent over May and 71.3 per cent over a year ago.

Every group of cities gained heavily over June, 1921. Small decreases from May noted in the Western, Northwestern and Southwestern groups are more than offset by pronounced gains in the New England and Middle Atlantic groups and small increases in the South and Far West.

The total for the first six months of 1922 was \$1,200,998,472, as against \$682,279,518 for the corresponding 1921 period.—*Wall Street Journal*.

Radio Accounts with Hoyt's

The Sleeper Radio Corporation, New York manufacturer of radio construction sets, and The Marshall-Gerken Company, Toledo manufacturer of "Thoroughbred" variometers and variocouplers, have placed their advertising with Hoyt's Service, Inc., New York.

Joins Spokane, Wash., Agency

Dwight B. Harsh, formerly with J. Wm. Sheets, Inc., Seattle, Wash., advertising agency, has joined the Carl W. Art Advertising Agency, Spokane, Wash.

Grand Rapids, Mich., Agency Reorganizes

The H. & J. Stevens Company, Grand Rapids, Mich., which is being incorporated, has been formed to succeed the organization of Joe Stevens, Jr. Henry Stevens, formerly director of the advertising service department of the Robert Smith Company, Lansing, Mich., is president of the new company, and Joe Stevens, Jr., is secretary-treasurer.

The W. E. Dunn Manufacturing Company, the Concrete Equipment Company, and the Magnete Corporations Company, all of Holland, Mich., have placed their advertising accounts with the new agency.

Advertising Campaign for Wrenches

Wrenches will be advertised by the Moore Drop Forging Company, Springfield, Mass., in a campaign planned by that company.

The account is with the Glaser Corporation, Boston advertising agency.

F. R. Levings with "Motor"

F. R. Levings, formerly Western manager of *Hearst's International*, has become associated with *Motor*. He will cover Eastern and Western territory, and will make his headquarters with the New York office.

H. A. Ahern Joins United Advertising Corporation

Harry A. Ahern, formerly vice-president of the World Wide Advertising Corporation, has joined the staff of the United Advertising Corporation, New York. Mr. Ahern was at one time advertising director of the New York *Evening Journal* and, prior to that, was advertising manager of the New York *Evening Post*.

Washburn-Flarsheim Agency Adds New Accounts

The Washburn-Flarsheim Company, Cincinnati advertising agency, has obtained the advertising of Fries & Fries, Cincinnati manufacturing chemical laboratories, and the accounts of the Cosmopolitan Tours Company, the Samuel Ach Company, millinery importer and manufacturer, and the Sachs Shoe Manufacturing Company, all of Cincinnati.

Northampton, Mass., Publishers Incorporate

A new corporation, H. S. Gere & Sons, capitalized at \$134,000, has taken over the ownership of the *Hampshire Gazette*, an evening paper published at Northampton, Mass., which was owned under a partnership of the same name for many years.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Test Mailing Only Safe Guide in Estimating Returns from Mail-Order Advertising

It Does Not Seem Possible to Determine in Advance How Many Human Beings Will See or Respond to an Advertisement

PARKER SCHEIREY Co., Inc.

ITHACA, N. Y., July 10, 1922.

Editor of PRINTERS' INK:

Can you give me any "dope" on the percentage of returns expected from a mail-order campaign?

To be more specific, supposing we send out 1,000 letters to the first 1,000 names in a telephone directory, the letter advertising a \$1 special in a children's cart or similar toy, representing a very good value, and allowing that the letter was reasonably good as to pulling power, might we expect a 2 per cent, a 3 per cent or 10 per cent return?

What percentage of returns is ordinarily expected when a concern or agency starts into a direct-by-mail campaign advertising a low-priced item, and that being a single "buy it or don't" sort of an affair?

P. L. CLARK, JR.

PROBABLY no question about advertising is asked so many times as the question asked by Mr. Clark. In one form or another it crops up every day and every day it goes unanswered because there is no possible answer that can be made to it. The thing that prompts the question is a particular set of conditions—a specific article, a specific price, a specific list of people and a specific everything else. Even if all these factors were known to the person of whom an answer is sought, how is anyone able to tell in advance whether a human being will decide a thing one way or another?

Sending 1,000 letters to the first 1,000 names in a telephone directory is like accosting 1,000 people on the street. Whether any of the thousand people addressed by letter or in person would buy or even be interested depends on a great many different things. A child's cart would hardly appeal to a childless retired minister or a stenographer or a bachelor truckman. It is not possible to guess within any fixed bounds how many people out of a thousand would probably be interested in a

"One dollar special offer" without knowing exactly who the people are, and even then no human being can predict how they will decide.

Other factors are price, terms, merchandise, quality, kind of offer, size of list, home or business address, one-cent or two-cent postage, style of letterhead, form letter or fill-in, enclosed order blank and self-addressed return envelope.

The amount of salesmanship put into the letter is another large consideration quite apart from any of the physical details mentioned. One letter will pull under certain physical conditions where another letter will get no response at all.

There is no way for Mr. Clark to obtain answers to his questions except by experiment and experience. What happens under one set of conditions is no clew to what will happen under another set. The percentage of returns received from one mailing to one list on one proposition will vary on the next mailing to the same list, or the same sized list, on the same proposition. The time of the year, weather, local conditions in different towns, all influence results.

A test mailing is the only safe guide to go by. Try out the letter or the mailing-piece on a few names or a small section of the list. The returns from a test mailing will give an indication of what may be expected from the rest of the list.—[Ed. PRINTERS' INK.]

Johnson Bronze Account with Youngstown, O., Agency

The Johnson Bronze Company, New Castle, Pa., manufacturer of bronze and lapped bushings, has placed its advertising account with The Frailey Advertising Company, Youngstown.

The Indianapolis NEWS

The salesmen's route lists of retailers, jobbers and brokers in the Indianapolis Radius are kept constantly and scrupulously correct and are of invaluable help to the manufacturer who seeks to sell his goods in this market. We believe that no newspaper performs this legitimate merchandising function with more religious care than does The News.

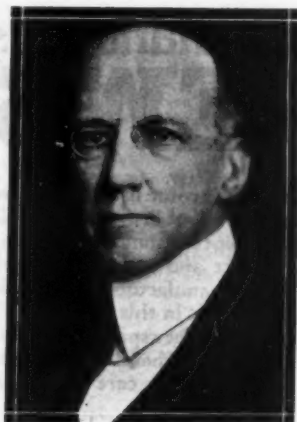
*The campaign afterwards
— accurate knowledge first.*

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

Baltimore's Boswell...



HENRY HYDE came to town. Here he was a stranger—a rank outsider, but oh, how well he knew us. When he looked at the walls of Baltimore, he could read the handwriting.

Told us how we lived. Where we lived. What we did. How we did it.

Henry Hyde is not a newcomer into journalism. His "Chicago Stories" written for the Chicago Tribune made him a notable figure. His writings have a sober touch, but always with a proper dash of humanness. The typewriter he engineers runs smoothly. It doesn't scratch, and the words come out sharp and forceful.

As the Hyde series of stories about Baltimore began appearing in The Evening Sun,

Henry M. Hyde

people began to sit up and wonder who this writer was. And as they wondered, The Sun circulation began to climb. And so it is always climbing as long as men like Henry Hyde and Henry L. Mencken and Hendrik Van Loon and Robert Quillen are sending their deft, winged words and ideas into the editorial columns of the Sunpapers.

It took an outsider like Hyde to tell Baltimore something about itself. But it takes a Baltimore merchant to get the insider's proof of what the Sunpapers mean for getting business.

The local advertiser knows where to spend his money. Follow him.

The Circulation is now
225,606 Daily (Morning and Evening),
158,428 Sunday,
June net paid average.

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
---They Say "Sunpaper"

Try it out in Representative Milwaukee

An Added Opportunity

The Wisconsin Retail Grocers Association has changed the date of its annual convention from August to October in order to hold it in conjunction with The Journal's Fourth Annual Food and Household Exposition.

This shows the high place accorded The Journal's Exposition in the eyes of Wisconsin grocers.

And this is an added opportunity for manufacturers to demonstrate their product to 1,200 delegates and guests of the Wisconsin Grocers Association—in addition to the 100,000 consumers who will attend the Exposition.

Leading national advertisers will participate. Your product will be in good company. Ask about available display space now. Address Merchandising Service Bureau.

FOURTH ANNUAL
FOOD AND HOUSEHOLD EXPOSITION
MILWAUKEE AUDITORIUM
October 23 to 29, Inc.

The Milwaukee Journal *FIRST—by Merit*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.
O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago San Francisco

"As Milwaukee Buys—The Nation Buys!"

What Has a Base Metal for Silverware to Advertise?

The Seymour Manufacturing Company Is Advertising Silvore, Despite the Fact That It Reaches Public Only After Fabrication

By James Henle

SOME time ago *Printers' Ink Monthly* told how the International Silver Co. found a new selling point for sterling silver, by emphasizing the fact, of which a large percentage of the public has been ignorant, that sterling silver is *solid silver*.

Now comes The Seymour Manufacturing Company, maker of Silvore, to perform an equally necessary service for the plated article, a subject on which popular ignorance has been every whit as profound. German silver, Liberty silver, nickel silver—these trade names have been all too imperfectly understood even by dealers, and to the general public they have conveyed little of their real meaning.

In addition, the Seymour company, which is advertising its base metal, Silvore, is pointing out the merits of plated ware made with a base of high nickel content as distinct from one which is composed chiefly of cheaper metals.

The interesting feature of this advertising is that Silvore itself is not sold to the public and reaches the consumer only after it has been fabricated into various articles by other manufacturers and sold by them to dealers who in turn distribute to the public. By its new policy, however, the Seymour concern is not merely creating a demand for its product among manufacturers who do not now employ it, but is also protecting its present customers who must meet the competition of firms employing a cheaper grade of metal as a base for their plated ware.

"Most of the stress in silver plate publicity and selling has been laid upon the wearing quality of the plate and the artistry of design which adds distinction to

the ware itself," says a four-page folder sent to manufacturers.

"The manufacturer who uses Seymour Silvore may now exploit the base metal from which his ware is made, thus emphasizing a third and more permanent value.

"In advertising Silvore it is our aim to impress upon potential purchasers of silver plated ware the basic differences in the metal values. A new sales asset, this, which we believe will be eagerly seized and skilfully capitalized by those manufacturers who maintain leadership through progressiveness."

ARMCO, THE WELL-KNOWN EXAMPLE

Before embarking upon its present advertising campaign the Seymour company investigated the experiences of other concerns, such as the American Rolling Mills Company, manufacturer of Armco, making a basic product which has been advertised in spite of the fact that it is not sold directly to consumers. In practically every instance it was learned that such consumer advertising not only stimulated a demand for the product but enabled the advertiser to obtain a more favorable price for it than his competitors were receiving for their heterogeneous, unstandardized, unadvertised products. Once the consumer demand was created, an additional selling point was given to manufacturers using the advertised product, and this more than compensated them for the slightly higher price they might have to pay.

One of the first moves, accordingly, that the Seymour concern made was to standardize its product. Seymour nickel silver was anything but new to the trade; it has been used for years by manu-

facturers of plated ware. But to give a definite meaning to the brand name, Silvore, it was decided to guarantee that this contains a minimum of 10 per cent of nickel, which means that the ware will always be silvery white in appearance, and will never take on a brassy or leaden hue. Only the

We know, as you know and the manufacturers know, that any article of silver-plated ware, built on a Silvore base, is dependable—immensely superior to one in which the metal base contains a relatively small percentage of nickel or one of which the base is a softer alloy.

And yet this fine, big sales argument never could be used in retail selling, simply because the buying public has had only a vague, and often erroneous, idea of the metal from which silver-plated ware was made.

We are advertising Silvore direct to your customers. Now we are telling them what that metal is—what you know and we know and what the manufacturer knows about the superiority of the base metal which we are now advertising under its registered mark.

We are telling them what a beautiful metal Silvore is; how it might easily be mistaken for silver itself, because of its similar weight, texture and appearance; how a piece of silver-plated ware, of which the base is Silvore, will wear indefinitely and always retain its original form and silvery white appearance.

And all your customers who have seen this advertising will realize, when told that a piece of silver-plated ware is made on a Silvore base, that there can be no doubt as to the lasting beauty and durability of the article; that it represents special value, sure to give permanent satisfaction.

Take advantage of this opportunity! Sell brands of ware that are plated on Silvore. Say "Silvore"! And to those of your customers who have

not yet learned about it, explain just what Silvore means in a piece of silver-plated ware.

This is a real selling argument.

To date the consumer advertising campaign is of very modest dimensions. The only medium employed is a weekly of national circulation in which full pages and half pages are being used. Different copy, of course, is appearing in trade publications. However, Seymour advertising is only in its infancy, and so far only one use for Silvore—as a base for silver-plated ware—has been emphasized. There are many other ways in which the Seymour product can be employed—in high-grade hard-

Why the Beauty of Silvore Endures

PERHAPS you have an old piece of silver-plated ware that seems too late to have. Still glowing with a soft radiance when cleaned, it seems to give even more beautiful with time. This enduring luster is due largely to the base on which much of the best silver-plated ware is made—the famous manufactured metal called "Silvore."

Beauty of color and texture of surface, extreme durability, resistance to staining, economy of use, all are characteristics of Silvore.

Using it as a base, manufacturers of famous brands of silver-plated ware are enabled to offer the public plated ware practically as lasting in attractiveness as though made of sterling, and at a very important saving in cost to the ultimate purchaser.

We want you to know about Silvore. We know that it is not only your permanent base for the beauty of silver-plated ware, but that, when cleaned, it wears like new and holds its original finish, luster and form with all the appeal of the more costly metal.

Of the same silvery appearance and texture throughout, as nearly the silver that they might readily be mistaken for silver, articles made of it or plated over it always wear better, thus retaining their original color indefinitely.

When a dealer or a customer wants you to use an article made of Silvore, or on a Silvore base, you may be sure that it is of high quality and that the beauty you behold in the showroom will not become less in your home.

SEYMOUR SILVORE

THE SEYMOUR MANUFACTURING COMPANY
Chicago, Illinois

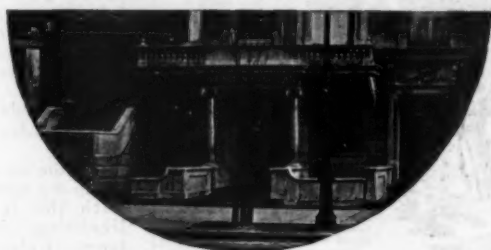
EXPLAINING THE SILVER BASE TO THE FINAL MARKET

finest Lake Superior copper and the best quality spelter is used in making Silvore, and the copper content is never less than 69 per cent.

In a folder sent to retail dealers the significance of these facts and of the trade-mark adopted, a rising sun containing the letter S, is stressed. The folder says in part:

How will it wear? How long will it look well? These questions are in the mind of every potential purchaser of silver-plated ware. Often a sale is lost because the customer, with false impressions formed by the cheaper grades of silver-plated ware, is in doubt as to how long any plated ware will retain the appearance of the precious metal.

Schools



*The Scudder School for Girls
244-248 West 72d Street, New York City*

I HAVE advertised my school in *Vogue* steadily for 10 years. I have secured a very satisfactory quota of enrollments every year and the type of pupil I get from *Vogue* families is highly desirable. I intend to continue the use of this medium. (Signed)

Myron T. Scudder
President

VOGUE

ware, soda fountain metal, ice cream machinery, plumbing fixtures, etc.—and each of these fields will be systematically exploited in turn.

The consumer advertising features the permanence of Silvore and the advertisements are given

similar to the folders sent to manufacturers and dealers. It reminds the trade of the high grade already established for Seymour nickel silver, describes the new guarantee under which it will be sold and expounds the value of this fact as a selling point. The consumer advertising campaign is fully described.

Some of the trade-paper advertising links Silvore with the other products of the Seymour concern—phosphor bronze, cupro nickel, rolled nickel anodes, cast nickel anodes, brass, etc.

It is the intention to tie up the advertising with the sales by licensing manufacturers of plated ware who use Silvore to stamp their goods with the Silvore trade-mark. In fact, several prominent manufacturers have already applied for permission to use the trade-mark, but this has been withheld, owing to objections which have been raised to the name "Silvore" as being too much like silver. For, despite the fact that the advertising of the Seymour concern is in the highest degree educational and

that this advertising frankly states Silvore is a substitute for silver, sterling silver manufacturers and others have objected to the name Silvore as misleading.

It is thought by the company, however, that the real value of the campaign has not been fully understood and that, as it progresses further and its educational character becomes definitely established, there will be general agreement that it is conferring a positive benefit upon the jewelry and allied trades.

Giving your Silverware an Additional Sales Value



Through national advertising millions of consumers are being told of the superiority of Silvore metal and the standard quality of Seymour Silverware.

EVERY manufacturer, every dealer in fine silver-plated ware, appreciates the worth of Seymour nickel-silver. It is a trade standard of quality and—on the basis of its coming-out price—the most economical base for high grade silver plate.

Hereafter Seymour nickel-silver, containing a guaranteed ten percent or more of nickel, will be sold under the name of Seymour Silvore. The brand Silvore means at least ten percent nickel—or more as required by purchasers' specifications for nickel content.

You know and appreciate how the use of Seymour nickel-silver as a base adds to the value of a piece of silver plate. It is a selling point—a valuable one—never before used, because the consumer knew nothing about Seymour nickel-silver.

Now we are making this argument available, by advertising Silvore direct to the buying public.

We are telling prospective purchasers how this beautiful white metal is used by prominent manufacturers, as a base to their products, because it is so like silver itself in weight, texture and appearance. We are making them understand and appreciate the real value of such a base as silver plate.

Full pages in the *Saturday Evening Post* and other publications will be used in the campaign. When a salesman answers any customer who has seen these advertisements that an article of silver-plated ware is on a Silvore base, the special excellence and durability of the article will at once be appreciated.

SEYMOUR SILVORE

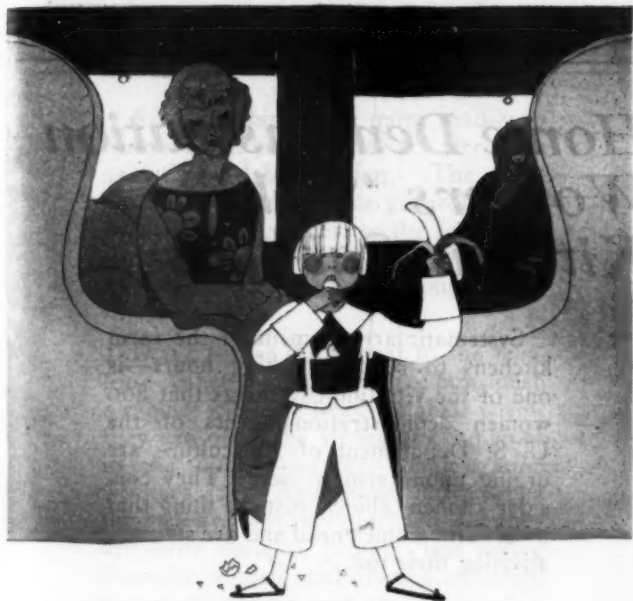
MADE OF SILVORE

THE SEYMOUR MANUFACTURING COMPANY, SEYMOUR, CONNECTICUT

TRADE PAPERS TELL WHY AND HOW CONSUMERS ARE BEING TOLD OF THE ADVANTAGES OF A SILVORE BASE IN SILVERWARE

such headings as "Why the Beauty of Silvore Endures" and "The Beauty of Silvore Never Fades." At the same time the copy points out the metal's beauty of color and fineness of texture, as well as its extreme durability, resistance to corrosion and economy. The advertisements, in line with the policy of emphasizing the extreme care that goes into the manufacture of Silvore, show various technical processes through which the metal goes.

The trade-paper advertising is



"The young mother in the picture is traveling from one point to another in a Pullman. In the effort to commit as great a nuisance as possible, she has provided her child with a banana and a hard boiled egg. Not having consulted the Nonsense Book of Etiquette, she is ignorant of the fact that a peach would have produced as much mess and more permanent stains and a folding cup for the water cooler would have spread the disturbance over wider area."

IF you laughed over Donald Ogden Stewart's "Parody Outline of History," you'll disturb the whole household when you read his "Nonsense Book of Etiquette" now running in Harper's Bazar. Read the ads on the etiquette courses and then read Don Stewart.

Harper's Bazar

LARGEST FARM PAPER—1,150,000

Home Demonstration Workers "Sell" Kitchen Cabinets

Systematic arrangement of the farm kitchens to reduce working hours—is one of the vital improvements that 800 women demonstration agents of the U. S. Department of Agriculture are urging upon farm women. They consider kitchen cabinets just the thing that most farm women need and are strongly advising their use.

Surely the women in the seven million farm homes most need such assistance. Fully half of the work is with pots and pans, flour, sugar, spices and the things made convenient by kitchen cabinets. Farmers have three full meals a day. Pies, pastry and loaves vanish by the dozen, and most all are home baked.

Farm women are now demanding mechanical aids in their work, too. Certainly they have a right to demand, since millions of farm men have bought gas engines, buzz saws, milking machines, corn pickers and huskers, concrete mixers and other machinery to relieve the back-work.

THE FARM JOURNAL—1,150,000

LA

THE FARM JOURNAL—1,150,000

Kitchen cabinets sell more readily to farm women because they are attractive as well as labor saving. The farm kitchen is sometimes the general living-room in cold weather, so the farm wife takes double pride in its appearance. "Pride" is an especially strong appeal for cabinets.

Don't forget the appeal to the men, too. When they fully realize how much a cabinet will save work for their wives, they are often the strongest champions in the family—so the demonstration workers say. And things move when the men are favorably inclined, for they are more decisive, prompt, less saving than the women, and more accustomed to spending large amounts.

Farm men tell us the women, too, are fond of The Farm Journal—one of the reasons for the big results obtained from advertising in the paper "that pays and proves it pays."

Of course, farm people are likely to buy first the household conveniences that are best sold to them. May we furnish you information on the farm market for kitchen cabinets?

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

ADVERTISE TO FARMERS NOW

*Monthly Sales From Farms Will Be
Greatest During Next Three Months*

FORTY-TWO and seven-tenths per cent of the total sales from farms are made during September, October and November. During these three months farmers have more ready money than at any other period of the year.

Farmers, like city people, are in a better buying mood when they have ready money. Now, therefore, is the opportune moment for you to tell the 130,000 readers of Oklahoma's favorite farm paper about your product.

The Oklahoma Farmer-Stockman is indisputably Oklahoma's leading farm paper. May we show you why and tell you more about Oklahoma as a market?

*Most Coverage
Lowest Rate*

**THE OKLAHOMA
FARMER-STOCKMAN**

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. **Oklahoma City**

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

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Seeking the Treasure of Bulk Sales

Fallacy of Invariably Devoting an Entire Campaign to Selling the Individual When Classes of Prospects Can Be Appealed To

By W. H. Heath

THE Chevrolet Motor Company had something of a shrewd nature in mind when its special Utility Coupe was built, and when a commodious compartment was constructed as a part of the rear body, supplied with hinged lid and quite large enough to carry a sizable load.

This rear compartment contains more than fourteen cubic feet. It will hold a thirty-six-inch steamer trunk and still have ample room for other merchandise. The company exploits this special compartment, features illustrations of it and then passes on to other specific improvements.

Where other automobile manufacturers may devote their entire advertising to selling the individual, the Chevrolet is after bigger game. It would rather make 100 sales sprout from the soil, where but one appeared before. It is a new idea in bulk selling.

"Built for Better Salesmen," is the headline, intended more for the sales manager, the plant or factory head, than any one, individual salesman. The page really says to these executives: "You have an organization of salesmen, out on the road most of the time and often annoyed by bad train schedules, cross-country trips, the split-day problem, as two country villages are visited in less than twelve hours. It is difficult for these men to get around. Give them efficiency of transportation, on four wheels. Give them the modern equipment—a chummy little, sheltered motor car, built with special features to make their work easier."

If a big industry buys fifty machines, "in a lump," it is a more significant sale than the individual sale to one buyer. In the meanwhile, the other phase of the advertising is its long reach to all salesmen, thereby supplying a concentrated appeal.

The Chevrolet copy says:

"Business houses are coming to realize that their salesmen should have automotive equipment on a par with the reputation of the house. The old idea of buying strictly on a price basis is being disregarded and selling staff equipment is now bought with an eye to its own effect on sales. Chevrolet Utility Coupe is offered as the most efficient automobile for the purpose on the market. We urge every salesman, purchasing agent, sales manager and professional man to call at any showroom and inspect this car, or phone the dealer for a demonstration."

Not very long ago, a medium-priced car was advertised to physicians. A special drive was made in this direction and the arguments of a specific character that were set forth were so strong, so convincing, that the copy made excellent general advertising.

It was reckoned that if a fair share of the doctors of the country could be sold on the idea of this automobile, the lump record would be a handsome showing. Both in the illustrations and the text, the definite needs of the physician were stressed. There was night driving, there were all kinds of roads to contend with, particularly in the rural sections, the car must be fool-proof—it must start, and be ready to go, day and night and in all kinds of weather. It is said of the campaign that success followed it from the very start. Doctors readily recognized their own problems in the manner and the language of the advertising.

COFFEE ROASTERS GETS THE IDEA

The advertising of a certain coffee concentrated for a year on a type of advertising that featured the product, not in the home, but in hotels, restaurants, etc. Illustrations were of hotel and restaurant scenes almost exclusively. The

reader was advised to ask for this brand of coffee at these places. Now what might naturally follow from an appeal of this rather double-headed character?

In the first place, the vastly greater field of sales, the individual user, was certain to be impressed by the fact that this coffee was being served in exclusive hostilities. Therefore the main chance was not being neglected by any means. Secondly, it was likely that hotel and restaurant guests might bring considerable influence to bear, but the larger vista was that of the direct influence of the advertising on purchasing agents, stewards of the hotels, and other places. They would see it, they would know that a demand was being created. In New York City alone, a campaign of advertising of this character is said to have assisted not inconsiderably in making a brand of coffee a big seller with hotel and restaurant men. Here were large bulk sales, in addition to the public use of the product.

It is sometimes a mistake to leave the bulk sales to a special department, when the work could be pushed, aided, helped immeasurably by devoting some part of the national appropriation to such specialized approaches.

Some interesting things have happened in the advertising of typewriters. To place a certain machine throughout an office, a factory, any big plant, bulks up to the really important sales figure. Strangely enough, however, much of the advertising of typewriters in national mediums and in newspapers was somewhat non-committal. It spoke to the individual.

It talked the excellence of the machine, its mechanical perfection. Then gradually came a change of method. There could be no doubting the necessity of first selling the actual operator. No amount of arbitrary ruling of the office can make a stenographer like a typewriter that she does not approve. She complains until she finally has her way and it is she who must be pleased, and, her efficiency at stake, the office manager bows to the inevitable.

To sell the operator is, therefore, a necessity, and when you sell the stenographer, you appeal to bulk class and create bulk sales. One language speaks to the majority. The advertising of typewriters has, therefore, been divided into two general classifications:

First, sell the operator, through talking the operator's own language in national campaigns and appealing to her sense of the fairness and fitness of things.

Secondly, sell the office manager, the high executives, the purchasing agent, in sympathy with the above plan.

One advertiser issued a series of illustrated folders, in which the stenographer, the woman operator, was appealed to entirely. She was reminded that she must write on a machine that does not tax her physical strength nor detract from the beauty of her hands. A machine that allows her to get her work through on the dot of the closing hour. The same ideas were put into magazine and newspaper campaigns with marked success.

A manufacturer of cigars found that surprising results came from advertising a certain brand for special use at banquets. And again two purposes were served—bulk sales, by the dozen boxes, not just individual cigars; plus again that important point of cultivated new users. A certain number of men attending those banquets were sure to like the cigar and remember its name.

The sales of oil stoves have been vastly stimulated by picking out a special bulk field and occasionally concentrating upon it in national advertising. Of late it was found that a great many people have summer bungalows or summer camps, where at least a part of the family rusticates for several months of each year. Heretofore, cooking was done at these places in a primitive manner—on small, one-hole burners that permitted the cooking of but one thing at a time.

Special advertising was created as an experiment, with the result that many of the larger type of oil stoves have been sold to persons who, in their town homes, may have



Seventy-five thousand prosperous, English-reading families represent both the bulk and the quality of sales opportunity in Minneapolis; and 60,000 of these are reached most effectively, at the most advantageous time of the day, in the evening, through The Minneapolis Journal.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

had similar equipment. It was impressed upon them that, although the stove might remain idle through the winter, it represents an investment in common sense. It means real meals when people are hungriest and three or four different dishes going at a time when the men folks return from hunting, fishing, canoeing or roughing it in the woods.

The sales of ScotTissue Towels have been greatly increased by the use of special advertising schedules, directed not to the individual user, but to factory heads, office buyers, and even the manufacturers themselves. The executive of the large plant, where there are commodious washrooms and where the hundreds or dozens of employees mean the necessity of strict sanitation, was approached on the basis of both economy and hygiene. The cloth towel was a real menace and a handicap here. The paper towels, individually used, but bulking large, collectively, brought sales that were important.

Electric fans were advertised to the home owner long before the manufacturers saw the possibilities of class appeal and bulk sales. As a rule, a family will buy only one electric fan for summer use.

But an office can use a dozen or more—one for the room of every important executive. They were not doing this however. It was shown how efficiency could be increased by the cooling breezes, artificially manufactured, and why the fans were a real investment in economy, in increased production. This advertising spoke to executives alone, and, for the time being at least, said little in a direct way to the home owner.

The maker of a small automobile device found that sales jumped to top record soon after it was advertised to the manufacturers of tool kits and combination sets for motorists. The placing of one of these little instruments in every kit, as standard equipment, meant just that many more sales, in bulk, and, it should be remarked, this did not seem to interfere in the least with the regular sales to individuals.

The Handy Library for Advertisers

BARTON, DURSTINE & OSBORN, INC.
NEW YORK, July 17, 1922.

Editor of PRINTERS' INK:

Of course I am not an entirely unprejudiced witness, inasmuch as both my partners are authors of books on advertising.

Enclosed is my list of ten books.

I have included my partner's books, but—for the sake of keeping them modest and easier to live with—I have put them at the end.

BRUCE BARTON.

Advertising as a Business Force—P. T. Cherington.

Advertising and Selling; Principles of Appeal and Response—H. L. Hollingworth.

The Psychology of Advertising—W. D. Scott.

Advertising; Its Principles, Practice and Technique—Daniel Starch.

Business of Advertising—E. E. Calkins.

Advertising, Its Principles and Practice—Tipper, Hollingworth, Hotchkiss and Parsons.

Making Type Work—Benjamin Sherbow.

Advertising Handbook—S. R. Hall.

Making Advertisements and Making Them Pay—R. S. Durstine.

A Short Course in Advertising—A. F. Osborn.

THE ASSOCIATED BUSINESS PAPERS, INC.
NEW YORK, July 11, 1922.

Editor of PRINTERS' INK:

I can't resist the temptation to send you the enclosed list, which is, I believe, the minimum equipment which every advertising man doing general work should have at his command:

Advertising, Its Principles and Practice, Hotchkiss, Tipper, Hollingworth & Parsons.

Making Advertisements and Making Them Pay, Roy S. Durstine.

Marketing: Methods and Policies, Paul D. Converse.

Market Analysis, Percival White.

Market Data Book, G. D. Crain, Jr.

Population and Its Distribution, J. Walter Thompson Co.

Making Type Work, Benjamin Sherbow.

Effective Direct Advertising, Robert E. Ramsey.

Advertising the Technical Product, Sloan & Mooney.

THE ASSOCIATED BUSINESS PAPERS, INC.
R. L. BURDICK.

L. J. Delaney with Thresher Service

Lawrence J. Delaney, recently space buyer of the F. Wallis Armstrong Company, Philadelphia, has joined the Thresher Service Advertising, New York, as space buyer.

Mr. Delaney was with the Audit Bureau of Circulations and Grandin-Dorrance-Sullivan, Inc., before he joined F. Wallis Armstrong.

Stimulant



“Your magazine is in the nature of a strong irritant to the man who lives in the pre-war ages, but to the man who is alive and wants to progress and to pull a profit out of 1922, it is an excellent stimulant.”

Motor car and accessory dealers are very receptive to business suggestions and selling ideas.

Cosmopolitan's Motor Sales Service is designed to give the dealer practical help.

Cosmopolitan

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMERFAHR

Business Manager

J. J. BARNETT

Western Sales Manager

the essential

Q The American Fruit Growers, Inc., responsible for one of the biggest jobs in advertising history, are using 11 dominant daily newspapers in 11 of the largest American cities.

Chicago Herald

NEW YORK: 501 Fifth Avenue
SAN FRANCISCO: Monadnock Bldg.

eleven . . {11}

Q *In Chicago . . they
are running a
15,000 line schedule
exclusively in the
HERALD & EXAMINER*

and Examiner

CHICAGO'S **BEST** NEWSPAPER

Nearly Three Million Dollars in Building Permits Issued in Jacksonville During Past Six Months

Building Permits for 1922

January ...	\$430,975.00
February ..	438,058.00
March	394,816.00
April	308,076.00
May	605,596.00
June	626,613.00

Total \$2,804,134.00

Hundreds of attractive homes are being built in Jacksonville at this time. All of them are substantial and most of them very beautiful. All of them will be occupied by American families of substance and worth.

POSTOFFICE RECEIPTS ARE INCREASING

Postoffice Receipts in June Increase

By LOUIS LUDLOW

Jacksonville Journal Bureau District National Bank Building, Washington, D. C., July 10.—Jacksonville postoffice receipts show a very gratifying condition on prosperity in the Florida metropolis. The June receipts of the Jacksonville postoffice were \$58,831.66, as against \$51,852.71 in June last year. This is an increase of 13.46 per cent. The receipts for June, 1921, showed a decrease of 3.33 per cent as compared with June, 1920.

JACKSONVILLE JOURNAL

PERRY AND LLOYD JONES

Owners

National Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

CHICAGO

KANSAS CITY

NEW YORK

ATLANTA

SAN FRANCISCO

Hair Nets as an Advertising Leader in Grocery Stores

The Chain of James Butler, Inc., Disposes of 1,260 Gross in a Week

By James True

NECESSITY is also the mother of unusual distribution. For it was a large overstock of hair nets, necessitating an immediate outlet, that resulted, after much persuasion on the part of the importer, in the selling of 1,260 gross of hair nets by the 656 retail grocery stores of James Butler, Incorporated, the first seven days the goods were on display.

"When first approached on the subject, I was emphatically against the selling of hair nets in our stores," said Herbert J. Slingo, advertising manager of the Butler chain. "To me, the association of such articles with groceries was decidedly unpleasant. Our purchasing department was also of the opinion that hair nets would prove unsalable. However, that was before we had studied several interesting phases of the proposition in relation to our distribution.

"The feature that finally induced us to try the experiment was the possibilities the hair net packages offered as an advertising medium. The importer's representative submitted as a sample a package that had sold well in a Boston department store. Three nets were separated by tissue paper, folded in a printed wrapper, and sold for twenty-five cents under the private brand of the store.

"This suggested an idea that we had used before with various items of merchandise and with satisfactory results. It is an excellent sales stimulator, and I wonder that it is not more frequently applied to small leaders by retailers, and used more often as a splendid selling inducement by manufacturers.

"We found that we could put up the nets under the brand, Mavourneen, in a circular eleven by twenty-two inches, which would fold down to a neat package

three and a half by five and a half inches. This wrapper carries display advertisements of six of our products, besides an article by a well-known newspaper pure-food expert on our whole-wheat bread. It is an attractive piece of advertising material.

"It was this feature, together with the low price we obtained which enables us to offer the nets at five cents each, that induced us finally to try them out. And results were astonishing. Our first advertisement, 140 lines by 3 columns, was published on June 22 in six New York newspapers, and when we checked up July 1, we found that we had disposed of 1,260 gross. And I am convinced that this total would have been doubled if there had not been a delay in getting the wrappers from the printer. As it was, most of our stores could not supply the demand."

AMOUNTS TO SAMPLING FOR MANUFACTURERS

Last year, the double mesh net was introduced; it immediately became popular, and a rapidly increasing demand for it has left a surplus of single mesh nets on hand, with many unfilled contracts for them. Because of the nature of the business, American importers of hair nets find it necessary to contract many months ahead with Chinese manufacturers. Furthermore, the prevailing fashion of bobbing the hair has had a tendency to lessen the demand for all hair nets. Hence the cause of the unusual result of selling hair nets in grocery stores can readily be traced to the efforts of importers to increase the use of the goods by greatly increasing their display, advertising and distribution.

"At our price of five cents each,"

Mr. Slingo continued, "we are just about breaking even on Mavourneen Hair Nets. Our selling cost is rather high. Besides the advertisement mentioned, we ran another of the same size, on June 29, in six New York newspapers and in forty others in towns within the fifty-mile radius. We are putting up the nets in two styles, fringe and cap shape, and in six colors. They are guaranteed perfect, and we agree to replace every net that is not entirely satisfactory. Besides, we have furnished each store with a handsome metal counter display case which holds one gross.

"While our profit is indirect, and must be realized through the advertising delivered by the nets, we are well satisfied with results. All of our stores are keeping up their selling pace, and our store managers report that the Mavourneen advertising is attracting many new customers. Few of these buy the nets only; they usually make another small purchase or two, and we expect to hold the majority of them as regular customers.

"Price always has been our principal sales appeal, and by advertising this exceptional value, although it may seem entirely out of our line, we are sure that we can, in a short while, at no cost to ourselves, deliver convincing advertisements of a number of our profitable products into the homes of at least one million New York women. Primarily, we are selling advertising, and using hair nets only as a means.

"The experience has well illustrated the value of discarding prejudices, snap judgments and personal opinions in estimating the worth of proposed new items, and of searching out the facts and considering them squarely. Our stores serve approximately an average of 160,000 people a day. 65 per cent of these customers are women, and over 55 per cent of all women in this country are now wearing hair nets.

"Although we were pretty well sold on the proposition before we placed the goods on sale, still it

is something of a surprise to us that we have not heard one word of criticism by a customer. Invariably, women seem to appreciate the unusual value of the nets; they find our distribution convenient, and all of their comment which our store managers have heard has been entirely favorable.

"As yet, it is too early to estimate the advertising value of the plan. The demand for the goods advertised by means of the nets has recently increased; but we cannot give the nets entire credit for this, because we are continually advertising the same goods in other mediums. However, we know that the plan is bringing new customers to our stores, that its good results are increasing, and that its advertising, which costs us nothing, is having a very beneficial effect on our entire business."

"Dress Essentials" Merged with Lace & Embroidery Review

The Haire Publishing Company, New York, publishers of *Dress Essentials*, has purchased the *Lace & Embroidery Review*, formerly published by Clifford & Lawton.

The two publications will be merged beginning with the August issue under their combined names.

Chicago Corset Company Advertises Men's Garters

The Kabo Company, Chicago, maker of "Kabo" and "Le Pevo" corsets is using newspaper advertising in a number of cities in a campaign to introduce its "Pivot" garters for men and children.

Toledo, O., Agency Has Gilman-Davis Co.'s Account

The Gilman-Davis Company, Cleveland, O., manufacturer of shock absorbers for automobiles, has selected the United States Advertising Corporation, Toledo, O., as its advertising counsel.

Joins Art Staff of Sandmeyer Agency

Earl J. Jones has joined the staff of R. E. Sandmeyer & Company, Chicago advertising agency. He has been doing free-lance art work and was formerly with Barnes-Crosby Company, Chicago.



MAKERS of storage battery locomotives have had to *build* their coal-mining industry market. By 1918, 180 coal mines were using 349 storage battery locomotives. By 1922, 693 mines had 1428 in active use. When the storage battery locomotive was first put on this market, only one manufacturer advertised in *Coal Age*. Today there are nine companies making this type of mine locomotive. All nine of them advertise in *Coal Age*.

Coal Age is read by
the men who *buy*.

Coal Age

Tenth Ave. at 36th Street
New York



High Score in Department Store

THE following is a summary of the amount of department store advertising carried by each New Orleans newspaper in June, 1922, compared with the amount carried during the same period in 1921.

	States	Item	T. P.
June, 1922	212,742	186,736	182,055
June, 1921	201,180	234,243	232,798
Gain	11,562	Loss 47,507	Loss 50,743

The States carried 26,006 more lines of department store advertising in June, 1922, than the Item, and 30,867 more than the Times-Picayune. It was third for this month in 1921. It was FIRST for this month in 1922 and has led almost continuously since the first of the year in this largest and most important space classification.



Adv. Director

Concentrated circulation; least waste; greatest value and highest efficiency make the States the most effective medium for selling the city of New Orleans—the real New Orleans market.

NEW ORLEANS STATES

Every Afternoon and Sunday Morning

Established 1879

Representatives: S. C. BECKWITH SPECIAL AGENCY; World Bldg., New York
JOHN M. BRANHAM COMPANY, Mailers Bldg., Chicago

ROBERT EWING, Publisher

How Big Should the Mortise Be?

When the Local Dealer Pays for the Space Should His Name Be Discernible?—Hasn't He a Right to a Good-Size Space for His Signature in the Newspaper Advertising?

By Harry Clatfelter

"TEN DOLLARS Reward is Offered to the Individual Who Can Discover Who Ran This Advertisement—And Why!"

How's that for an "attention getter"—and honestly, wouldn't it be a fitting heading to go at the top of some "dealer ads" that are distributed broadcast by many advertisers for Mr. Dealer to insert in his local paper so as to "tie up" his store with "the big campaign" in order that Mr. and Mrs. Consumer will know exactly where to come for the meritorious merchandise meant for them to buy? The dealer is expected gleefully to insert the advertisement (dealer electro) in his local papers and to pay the month-end statement with a joy commensurate with his pride in seeing his name in print; but sometimes this expectation is unwarranted.

A lot has been written about "dealer helps" and several million square feet of dealer electros have been broadcasted throughout this great land of ours—and a lot of them are going out today that do not deserve any fate at the hands of the dealer other than to be thrown at the cat or to be sold by the pound.

I really hesitate to pick on anyone in particular. I have one specimen particularly in mind.

This specimen in life-size was three columns wide and eight inches deep or twenty-four inches of "dealer electro" sent out to all good men and true who had qualified as dealers or distributors for the article, an automobile device. The dealer, whose name appears near the bottom, paid \$50 and a little more to run this electro in his local papers—and the actual

size of the mortise in the electro, left for the dealer's name and address was 1½ by ½ inches!

It could not be made any larger without mutilating the design of the electro and the name was inserted, under protest, in pica with the address in 8-point. That was the signature the dealer got in a 24-inch advertisement that cost him more than \$50 to insert—and which was designed to tell the consumer just where he could purchase the article offered. Now, candidly: Did that dealer get a fair deal—and did that electro really deserve to feel the velvety kiss of printers' ink—or the hot, amorous breath of the steam table as an impressive mat was laid against its cheek? Personally, our sympathies are with the \$50.

This advertiser and scores like him should try the next time they sit in at the beginning of a new set of "dealer ads," to remember that the mission of the electro is to tell the local reader whose store it is that sells the goods and that it is the local dealer who must dig up money by the tenth of the following month to pay for the space the electrotype filled—and that he is, therefore, lawfully entitled to a reasonably good-size space for his signature as "The Place Where."

Made Sales Head of Chicago Manufacturing District

John Blair Whidden, publicity manager for the Central Manufacturing District, Chicago, and editor of the Central Manufacturing District Magazine for the last three years, has been appointed general sales manager of the district. He succeeds F. L. S. Hartman, who will have charge of a central manufacturing district which Chicago interests are developing in Southern California. Mr. Whidden was formerly with the publicity department of Swift & Company, Chicago, and the sales department of the Standard Oil Company of Indiana.

Canadian Hosiery Account for H. K. McCann

The Celtic Knitting Company, Montreal, maker of silk hosiery, has appointed The H. K. McCann Co., Ltd., Toronto, as its advertising agent. A campaign has been started in Winnipeg, Edmonton and Vancouver newspapers.

Has Advertising Reached the Dignity of Finance?

Raving and Ranting in Copy Superseded by Quiet Naturalness

By R. M. Rhodes

AS was announced some weeks ago in **PRINTERS' INK**, the American Optical Company, of Southbridge, Mass., has recently launched an advertising campaign to direct the thought of the American people to their eyes.

and merely to read it is to gain a higher respect for the potentialities of advertising as a broad educational force:

1. Tell the facts of scientific progress in eye correction so graphically and unforgettably that a new, deep and strong belief in glasses and eye-

sight specialists will spread among all classes throughout the land.

2. Convince the nation that practitioners of ophthalmic science are deserving of the warmest admiration and confidence for the high character of their work and service.

3. Make America eye-conscious, just as it is today hygiene-conscious, diet-conscious or teeth-conscious.

4. Show the danger of putting off eye examinations if there is the slightest sign of defect or weakness in the eyes.

5. Show the wisdom of regular eye examinations and cause people to depend on eyesight specialists for the sake not only of perfect vision but of health and success.

6. Make it plain that failing health is often a symptom of eye-strain, and that grave danger lurks in all the common symptoms of eye-strain.

7. Tell how clear vision gives a child's brain the chance it deserves in school and at play; how it gives adults self-confidence and initiative; and how it saves people of advanced years from depression and inertia, freeing their vision from the constant reminder of declining years.

8. Wipe out prejudice against the appearance of glasses by awakening pride in them, first exalting their benefits, secondly explaining that beautiful and becoming styles are obtainable, and thirdly showing how different occasions call for appropriate styles.

9. Impress upon the public that the practitioner applies to each patient a tremendous fund of optical and ophthalmological knowledge drawn from reservoirs which are being increased constantly through scientific research in laboratories and clinics.

George W. Wells' Dream of Better Vision

ONE night, thirty years ago, George W. Wells told a group of friends the great dream of his later years, the fulfilment of the promise of the vision and the real effects upon the mind and general health of eyes imperfect and overworked. The colored lines purely the optical knowledge of that day and the limited facilities.

He confessed that a quarter of all people over the years of age are handicapped by visual defects, that millions of their eyes did not realize their needs and that most glasses were not correctly made and fitted.

Speaking to the greatest manufacturer of glasses in the world, he told how little help he was able to give from experience here and abroad in solving the problems of lens making.

"From now on," said he, "we shall open an extensive scientific research and experiment until those who wear good glasses—a quarter of the whole public—will have glasses of true scientific merit."

The great task so longpostponed had been

aggravatedly pushed by his close work. It was an inspiration to the Wellsworth Institute itself in the present day. Thousands have benefited and, also, workers, some of them being profoundly revolutionary. Instruments for testing eyes and apparatus for grinding and polishing lenses have been perfected.

No European country enjoys the blessings which are at hand to almost any American community for those who need glasses.

The remarkable fact is to be brought out in this notice of advertisements will hardly indicate the facilities, skill and scientific knowledge which are being applied by Optical Specialists today throughout America.

And this wonderful progress is largely due to the thorough, energetic and courage of the first George W. Wells—America's pioneer in the science and art of eye correction.

The benefits of this policy for the attention and comfort of your eyes are available to you, no matter where you live, through the services of Wellsworth Specialists in your community.

American Optical Company Southbridge, Mass. U.S.A.

Wellsworth Glasses

all that Science can give, all that Artistry can add

BETTER VISION IS THE OBJECTIVE OF THIS ADVERTISING

The facts concerning this campaign are especially worthy of consideration.

The first is the definiteness with which the American Optical Company has set up its advertising objectives. Like a good oculist, the company carefully examined the defects of the general public's vision as regards things optical, and then it wrote a prescription for advertising to correct these defects. Here is the prescription,

1

*Big Morning Paper
dominates St Louis
and the District*



3

*Evening Papers
compete for favor
in St. Louis Proper*



HERE is the truth about the St. Louis situation. St. Louis has one morning newspaper—the newspaper of an entire trade district. There are also three good evening papers—smaller ones.

The Globe-Democrat (morning) has a larger circulation than any of the evening papers.

The advertiser's problem here is easy. He can use The Globe-Democrat, and cover a tremendous territory. Even if he splits his appropriation among the three evening papers, he must use The Globe-Democrat to reach the entire district.

Will you cover the big area with economy, or pay a premium for duplication of circulation in one spot?

Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

C. St. J. Richards
NEW YORK

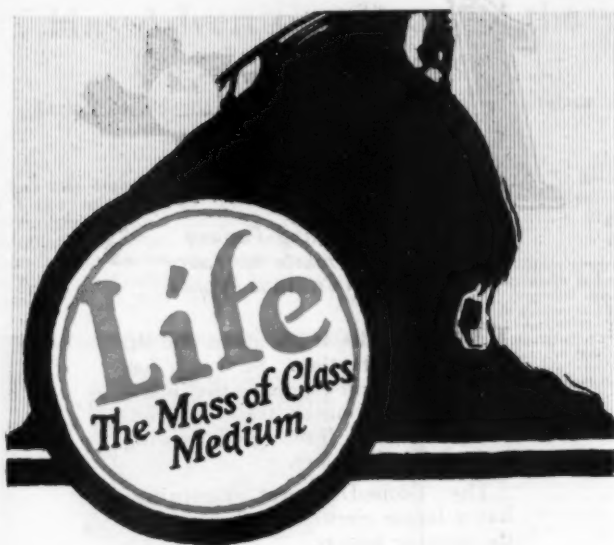
Guy S. Osborn
CHICAGO

J. S. Scolaro
DETROIT

C. Geo. Krogness
SAN FRANCISCO

Dorland Agency, Ltd., London

Associated American Newspapers, Paris



Among Your Friends— Who Reads Life?

**WOULD 200,000 of
that type be worth
while reaching—at the
lowest rate in the class
field?**

46% *of the members of the
New York Stock Exchange
read Life regularly.*



10. Implant a deep and permanent friendliness and respect for Wellsworth Aims, Wellsworth Research, Wellsworth Service and Wellsworth Products—thereby strengthening and helping all Optical Specialists to succeed who take the trouble to inform the public that they are

WELLSWORTH-SERVED

The second interesting feature of the campaign is the announcement sent out to the profession and the trade heralding this \$250,000 advertising campaign. It is this announcement which raises the question at the head of this article: Has advertising reached the dignity of finance? For when it came to laying out a broadside for this announcement, those responsible for the advertising asked themselves this question: "Must we get out an hysterical blurb, or shall we place our confidence in the fact that, after all these years of experience and observation, dealers have a pretty fair understanding of the value and working of national advertising and can be approached about it much as they would be approached by their bank in regard to a financial matter?"

The answer to this question is the announcement itself—a modestly garbed six-page folder (page size 11x14), such as a bank might send out to its customers, printed on heavy dull-finish paper with a buff-tint panel forming a background for each type page. No shrieking type, no cartoons, no charts; yet the announcement does not lack interest; it talks, naturally, convincingly, and at considerable length, about the advertising campaign and what it aims to accomplish. It admits frankly that "To change the nation's habits is nothing new, but we optical men have been slow to see it"; and it proceeds to tell the profession and the trade how the company is going about the job of doing it.

One portion of the copy so clearly sets forth the mission and possibilities of educational advertising, and so admirably explains the part commercial advertising has played in raising public standards of health and hygiene, that it is worth the careful perusal of

advertising men. Also, it gives an idea of the "tone" of the announcement. It follows in part:

Dental indifference is dead! Who killed it?

What made the United States tooth-conscious? Dentists? Teachers? Doctors? True, they helped. But who led the way? Who did the burden of the work—preaching the value of tooth prophylaxis in every nook and cranny of the land?

It was the tooth-brush makers and the tooth-paste makers who did it. Half a dozen responsible manufacturers collected the facts and set them forth.

Those facts flowed out in big and convincing national advertisements. They radiated a vitalizing current in every direction from Coast to Coast. Covering the nation like a blanket, they sent the nation to its dentists before it was driven by the toothache.

Every oculist, every optician and every optometrist (the titles are in alphabetical order) knows the story of national dental advertising. To modern America national advertising means national education, national knowledge, national action. Only by these means could a word like "prophylaxis" be pushed into the crowd's vocabulary. This was the only way America could learn—without years of experience and suffering—that "A Clean Tooth Never Decays." Could a lesson be clearer?

Where is there a dealer or a professional man who cannot grasp this sort of argument? Yet it is stated with dignity and with a refreshing freedom from bombast.

It is like a George Arliss gesture: it is easy and natural and gentlemanly, yet so skilfully executed that it "gets over" to people more effectively than all the raving and ranting of a ham actor.

While perhaps the American Optical Company has not fully answered the question—"Has advertising reached the dignity of finance?"—at least its unusual trade announcement has brought up that question very definitely, and the company has shown its own high respect for advertising as a business factor by thus introducing its campaign to those with whom it hopes to do more business.

Will Direct Ontario Electric Commission Sales

G. J. Mickler has been appointed manager of sales of the Hydro Electric Power Commission of Ontario. He succeeds J. F. S. Madden.

Taxicab Owners Adopt Code of Ethics

Recognition Implied That Owners Must Advertise to Gain Public Attention

"MOST individuals live their lives from day to day thoughtlessly and arrive at such an end as time and chance determine; but those who achieve real success aim at high ideals and lay definite, well-ordered plans for attaining them." Sounds like Emerson on Compensation or Ruskin in an unguarded moment!

In reality it is a part of the code of ethics adopted in Chicago last week by the National Association of Taxicab Owners, at the sixth semi-annual convention of the organization. The code of ethics was probably the most important and far-reaching matter to which the association gave its attention. Viewed nationally it apparently marks the graduation of the taxicab industry to new standards of business conduct and to a consciousness of its responsibilities.

Advertisingly the code of ethics is important, since it recognizes, by implication at least, that the taxicab owner must advertise to overcome the handicaps imposed on him by the absence of standards of practice for so many years. Under the title "Our Duty to Ourselves" the code says: "We will test our every transaction by the standards of truth and justice. We will know our own business fully and accurately that we may speak of it to others with knowledge, that we may advertise its facts and advantages truly and safeguard ourselves against the failures of ignorance."

In all of its provisions the code places the standards of doing business on what has been found to be a practical basis. The customs which it formulates with respect to the taxicab owner's duty to employees, competitors and the public as well as to himself have been put into successful practice by taxicab men who have long made advertising play a fundamental part in their business affairs.

The code in full is as follows:

Preamble

Most individuals live their lives from day to day thoughtlessly and arrive at such an end as time and chance determine; but those who achieve real success aim at high ideals and lay definite, well-ordered plans for attaining them. Associations, being groups of individuals, must give a correspondingly greater consideration to their purposes and to their methods of developing them.

We believe that fair and square dealing is the honor of a man's nature and that that is the best code of ethics which strives to maintain an elevated status in the taxicab industry through the development of intellectual and moral manhood.

We are therefore *Resolved*, that:

Of Our Duty to Ourselves

1. We will test our every transaction by the standards of truth and justice.

2. We will know our own business fully and accurately that we may speak of it to others with knowledge, that we may advertise its facts and advantages truly and safeguard ourselves against the failures of ignorance.

2. We will mix freely with intelligent and honorable members of the industry, study their ways and methods, and endeavor to maintain a reputation for intelligence and integrity as high-class operators whom everyone may trust.

Of Our Duty to Our Employees

4. We will constantly endeavor to elevate the moral character and the financial condition of the men employed by us. We will interest ourselves in their welfare and solicit their earnest co-operation in our common endeavors, knowing that misunderstandings between employer and employee too often

St. Louis

with its immediate adjoining suburbs, logically is the primary objective of manufacturers entering the mid-west market.

The ease with which distribution can be secured and maintained in this area of concentrated population, is the plainly-evident advantage of selling St. Louis first.

Creating demand among these 1,000,000 consumers living in this zone of convenient supply is accomplished by placing the advertising message in the favored mediums with minimum duplication in circulation—the evening newspapers.

Necessarily on the List—

THE ST. LOUIS STAR

don't say "Paper"—say "STAR"

Trade Mark Registered

National Advertising Representatives
STORY, BROOKS & FINLEY
New York Chicago Philadelphia Los Angeles San Francisco

provoke those disagreements, disastrous to both.

Of Our Duty to Our Competitors

5. We will remember that intelligent and honorable competition magnifies the taxicab industry.

6. We will esteem it a duty and pleasure to impart to our less experienced competitors the knowledge we possess, so long as we are convinced that the information generously given will be honorably used. And we believe we may thereby eliminate that ignorant competition which destroys the business of another and does not build up its own.

7. We will endeavor when a new competitor enters the ranks, to impress upon him the principles that actuate us in our high calling and help him to information and assistance that will enable him to overcome the difficulties that have beset us, knowing that the investment in kindly consideration and acts will be returned many fold in ways we least expect, and will help us to make business friends of those who otherwise might become business foes.

Of Our Duty to the Public

8. We will take advantage of no man's ignorance or condition.

9. We will see to it that our employees are truthful and straightforward; that they do not misrepresent facts and that they do not overcharge the confiding.

10. We will see to it that our drivers are courteous to everyone; to the passenger in the vehicle, to the pedestrian on the street and to the other driver.

We will see to it, above all things, that he drives his own vehicle safely.

Katz Special Agency Adds to Staff

H. Scott Conley, formerly with the financial department of the New York American, has joined the E. Katz Special Advertising Agency, New York, as a solicitor.

Transferred to Chicago by Kansas City "Star"

O. F. Hopfer has been transferred by the Kansas City Star from its home office to the advertising staff of its Chicago office.

Patrons' Good-Will Won by Making Them Partners

There are a great many concerns which have endeavored to secure the investment interest of their customers in their business so that both may benefit by mutual co-operation. The customer becomes a booster for the company, and the company is able to better its service through the increased capital while paying its stockholding customer for his financial interest.

The opportunity which this business partnership gives the company to bring about a more intelligent understanding of its difficulties in operation is given in the following extract from the "Bell Telephone Quarterly" in connection with the campaign of the Southwestern Bell Telephone Company to sell its preferred stock to its customers:

"Many interesting incidents occurred in connection with the sale of this stock. At Wichita Falls, Tex., a blind man purchased five shares of stock from a girl teller in the commercial office. When first told about the stock, the man said he had read nothing about it, because he was blind. The girl then told the story of the Southwestern Company's 7 per cent preferred stock, which interested the blind man very much. However, he left without signing the purchase contract. The next day he returned. He asked for the same girl and had her make out a check for his signature covering the payment on five shares. The following day he appeared and asked for the general manager. He was taken to the local manager, to whom he said: 'I am now an owner of your company. I have found out that my next-door neighbor has been trying to get telephone service for over three months. As an owner of your company I would like to know why you have not furnished him the service.' The local manager saw an opportunity to clear up a situation. He explained that there were no telephone facilities in the neighborhood at that time and that a special installation in advance of the completion of the regular construction, which was under way, would cost \$400 or \$500. The blind man got the story thoroughly. He slapped the desk emphatically and said: 'As one of the owners of this company I would not let you give that man service at such an installation cost. I will go back there and explain to him that he should wait until your new cable is installed.'"

Gould-Mersereau Account with Pratt Agency

The Gould-Mersereau Co., Inc., New York manufacturer of drapery and carpet hardware, has placed its account with Ernest Larned Pratt, Inc., New York advertising agency.

Elmer P. Cook has resigned as manager of the art department of the F. Wallis Armstrong Company, advertising agency, Philadelphia.

Special Announcement

To National Advertisers

Detroit News Acquires Detroit Journal

NEGOTIATIONS were concluded Friday, July 21, for the purchase by The Detroit News of The Detroit Journal and its consolidation with The News.

The final issue of The Detroit Journal as a separate newspaper was published Friday, July 21. Thereafter, The Detroit News will be issued as a combination of both, giving advertisers in the rich Detroit field a practically 100% coverage.

The Detroit News will be the only evening newspaper in Detroit having Associated Press service.

The Detroit News

Week Day Evening

Sunday Morning

"Always in the Lead"

"Dead" Sales Accounts Revitalized

How One Manufacturer Combs the Country to Start Dealers Buying Again

By A. J. Reiss

Of the Acme White Lead and Color Works

ONE day, in analyzing the accounts in a certain State, we noticed what seemed to be an unusually large number of accounts that had not made purchases for six months. These accounts were filed away in a "dead ledger."

We took the ledger for this division, had each "dead" account listed according to "name," "town," "State," "date of purchase," "amount of last purchase" and "purchase during six months previous to date of last order."

In this list there were 137 accounts whose combined purchases for the six months previous to the date of the last order amounted to \$8,729—an average of \$64 each—not a small amount.

The list was next given to a girl to check up with the credit reference books with instructions to look up each account. The results were:

Thirty-six accounts were not listed, indicating that they probably were out of business.

Fifteen accounts carried no ratings, even though they were listed.

Both of these classifications were eliminated from our calculations, which left us with eighty-six accounts which, on the surface, were O. K. The credit manager checked over this list of eighty-six accounts and eliminated eight more, so this left us with seventy-eight to be checked up. As it happened these accounts represented over \$7,000 worth of business—which was well worth looking into.

The first thing we did was to write a letter something like this to each of these inactive accounts:

We are wondering if we are at fault in any way—

For some little time now your account has shown us that you have not used it.

Your patronage is something we value too highly to allow this fact of its ap-

parent withdrawal to pass without asking why.

You will readily realize that we must often be victims of human shortcomings. If you have suffered any discourtesy or if there is any difference remaining unadjusted, we ask that you grant us the opportunity for such adjusting as you think should be made.

Any criticism or suggestion you may make in this connection will, we assure you, be conferring a favor we shall sincerely appreciate.

About 40 per cent answered. Six answers indicated that the former customer was "sore" at the house. These were immediately put in process of adjustment. Twelve answers stated that the former customer purchased nothing during the past six months because of local trade conditions (one enclosed a small order with his answer), but that they would re-order when trade conditions became better.

Seven other replies indicated over-selling on the part of the salesman in that the dealer was overstocked and immediate steps were taken to endeavor to help these dealers move their stocks by means of advertising and sales promotion work.

DORMANT ACCOUNTS, LIKELY ENOUGH, BUT NOT DEAD

This mail analysis indicated that practically every one of the accounts was not "lost," but could be reclaimed by proper work on the part of the sales force. The work had now progressed to the point where it was found profitable to investigate the "dead ledger" for the whole country.

It might be well to mention here that the check up on each district gave about the same result as to the number of inactive accounts as against active accounts, etc.

For instance, the first analysis was of an Eastern district. The check up of a Mid Western dis-



Washington Is a Dressy City

The very character of the employment here—for both men and women—is conducive to a regard for personal appearance which prompts the expenditure of much thought and money upon wardrobe.

There isn't another market just like the Nation's Capital—that you can cover so completely with *one* medium. THE STAR is *all* you need in Washington.

Our Advertising Department will be glad to cooperate with you.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

trict showed seventy-two inactive accounts, of which twenty-four were not in the reference books and fourteen were not rated. A far Western district disclosed twenty-five inactive accounts, of which four were not listed and two were not rated. Generally speaking, "dead accounts" amounted to about 20 per cent of the number of accounts on the books. That is—of every five accounts landed one goes "dead" if not followed.

So we came to the conclusion that no one part of the country was more affected with inactive accounts than any other part, with the result that a plan, nationwide in scope, could be employed to try to bring these inactive accounts back in line. It was decided that first of all we would write the "inquiry letter" to each of these accounts—principally for its effect—to show the inactive dealer that we were still interested in him.

Next a blank was printed with the following captions on it:

INACTIVE ACCOUNT

Name of account.....
Town and State.....
Date of last purchase.....Amt.....
Purchases during previous six months...
Territory.....District.....

Report on this account after your next visit. Pin this to your regular call report, on which report should be made.

One of these blanks was filled out in triplicate for each inactive account. The original was sent to the salesman, the duplicate to his branch manager and the triplicate was retained in the sales promotion department file for follow-up purposes.

A slogan was adopted "bring back to life every dead account," which was used on all printed matter sent to the sales force.

Results came in soon in the shape of lost accounts reclaimed, but best of all, a vast fund of information was obtained on "kicks" and other complaints which enabled the management to adopt policies to try to eliminate this. For instance, it was found that many dealers who put in the line and did not make any purchases since the opening order were never properly instructed

how to sell the merchandise. This led to a standard set of instructions to new dealers, which were sent out in a series of easy to read and understand bulletins—one bulletin every week.

Information I have received indicates these bulletins were what were needed to bridge the gap between visits of the salesman and were quite helpful in giving the new dealer data on the line, advertising, etc.

Other dealers did not buy because the salesman did not visit them often enough. This was especially prevalent in one section of the country and led to a realignment of territorial lines which would allow the salesmen to visit their trade oftener than formerly.

One territory which had a very large per cent of inactive accounts was investigated, and it was found that the salesman was what is known as a "one-tripper." He would load a dealer up with all the traffic would bear—then let this dealer go and work on another. By pointing out to this salesman how much it cost the house to land a dealer and why it was necessary to develop this dealer before any profit was made, Mr. Salesman changed his tactics, and while he landed less new accounts he developed his old ones better.

It's far better to reclaim one "lost" account than to land two new ones, because it doesn't pay to have knockers around; and that is what "lost" accounts develop into if they are not nursed back into the fold.

New Agency in Charleston, W. Va.

Jesse H. Whiteley, who has been president and general manager of The Allied Crafts Service, advertising agency, Charleston, W. Va., has formed an advertising agency at Charleston under the name of Jesse H. Whiteley & Company.

S. W. Page with Batten at New York

S. W. Page, who has been with the Boston office of George Batten Co., Inc., is now with the New York office of that organization.

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LESS than seven years ago the circulation of **THE AMERICAN MAGAZINE** was 350,000 copies at fifteen cents a copy.

To-day the circulation of **THE AMERICAN MAGAZINE** is 1,800,000 copies at twenty-five cents a copy. This is the largest circulation, at this price, ever attained by any magazine.

Yet the reason for it is very simple.

A FEW of us are interested in fiction or articles, but we are all of us interested in life. Lincoln read few books after he became of age, but he never wearied of meeting people.

In our smaller way we are like him. We buy **THE AMERICAN MAGAZINE** because it is life—people.

We say to ourselves as we read it: "Why, I knew a man just like that. He was just an ordinary man, too." But it pleases us to see that an ordinary man can overcome extraordinary obstacles.

AS Emerson says, it "encourages and liberates us."

We like to be *encouraged—liberated*.

It is a great thing to lay down a publication with the feeling that you are a bit different than you were when you picked it up—that you have discovered something about yourself that will make it possible for you to *use* yourself more effectively.

That is the secret of THE AMERICAN MAGAZINE. It is the reason why 1,800,000 men and women buy it every month.

IF it were merely "literature,"
1,800,000 copies at twenty-five
cents a copy would be an incred-
ible circulation. But who can
measure the possible circulation
of a magazine that is *life*?

The
American
Magazine

1,800,000 Circulation

The Crowell Publishing Company

381 Fourth Avenue

New York, N. Y.

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Department of Commerce Moves to Standardize Paper Sizes

Committee Appointed by Bureau of Standards Seeks Opinions from All Branches of Advertising and Publishing

AS a part of its general campaign to eliminate waste by persuading business men to agree upon a certain number of styles and sizes in materials which will be regarded as standard, the Department of Commerce, through the Bureau of Standards, is tackling the vexing problem of paper sizes. A committee has been appointed, consisting of John Sullivan, secretary of the Association of National Advertisers; A. E. Thompson, of the National Association of Purchasing Agents; F. W. Hume, secretary of the National Publishers' Association; Maurice Saunders, of the National Association of Employing Lithographers; T. E. Donnelley, representing the book and directory printers; W. J. Eynon, of the United Typothetae of America; and G. A. Heintzemann, representing the manufacturers of printing machinery. Thus, in its personnel, the committee is representative of the largest users and handlers of print paper, and its purpose is to formulate a minimum set of paper sizes which will be interchangeable for use by printers, publishers and advertisers. As the committee points out, "every special paper size that can be eliminated is a step toward lower costs of manufacturing and distribution," and the effort is being made to effect a general agreement upon certain standard sizes and to eliminate the special sizes altogether.

The Bureau of Standards, of course, has no power to enforce its final recommendations, and conformation to such standards as may be suggested will be purely voluntary. The preliminary work of the committee, therefore, has been devoted to getting together data based upon a tentative list of twelve sizes of print paper and two sizes of cover paper, which is being submitted to printers, publishers and advertisers for the

purpose of securing expressions of opinion. These data are presented in the form of a booklet giving tables of page sizes which cut, print and fold without waste from each of the sheet sizes suggested; the main object being to demonstrate how extraordinarily wide a variety can be obtained without departing from the standard sheets.

Thus, in the case of a four-page folder, there are listed ten sizes which can be cut from a 25 inch by 38 inch sheet, ranging from $3\frac{1}{8}$ inch by $4\frac{1}{4}$ inch to $9\frac{1}{2}$ inch by $12\frac{1}{2}$ inch; there are five sizes from the 38 inch by 50 inch sheet; thirteen sizes from a $30\frac{1}{2}$ inch by 41 inch; seventeen from a 32 inch by 44 inch; eleven from a 20 inch by 26 inch; thirteen from a 23 inch by 33 inch; nine from a 17 inch by 22 inch; four from a 22 inch by 34 inch; and twelve from a 17 inch by 28 inch standard sheet. Similar data are given for six, eight, twelve, sixteen, twenty-four and thirty-two page signatures—the tables in each case giving (1), the untrimmed page sizes (2), the number of copies that can be cut from the full sheet, and (3), the press sheet sizes for running one, two or four up. "If you must use a special size for very large runs," says the booklet, "consult your printer how to fit the job to one of the following standard roll widths: 17 inch, 19 inch, 22 inch, 24 inch, 28 inch, 32 inch, 34 inch, 38 inch."

The booklet also includes a survey of the different sizes of printed matter actually in use, with suggestions for their simplification. Thus, for example, there is a photograph showing eighty-five different house-organ page sizes, with the following comment:

"This picture shows 230 sales house-organs and their eighty-five different page sizes. At this ratio the 800 sales house-organs listed by PRINTERS' INK would show that

probably 100 different sized sheets are required to print house-organs—or else there is an undue waste of stock in trimming.

"A survey for an opinion among sales house-organ publishers shows the 9¼ inch by 12½ inch page to be the most popular as a suggested standard size. If business concerns would adopt the sheet 25 inch by 38 inch or 38 inch by 50 inch for the base of house-organ standardization it would then make the sheet 38 inch by 50 inch available for house-organ as well trade magazine and general printing.

"Besides making a page 9¼ inch by 12½ inch the 38 inch by 50 inch sheet makes also without waste the 6 inch by 9¾ inch page, the 4½ inch by 6 inch page, and also the 4 inch by 9½ inch size in four, eight, sixteen and twenty-four page forms.

"If these sizes are not desirable the 32 inch by 44 inch sheet gives a further choice in 7¾ inch by 10½ inch—5¼ inch by 7¾ inch and the 30½ inch by 41 inch sheet gives 5 inch by 7¼ inch and 7¾ inch by 9¾ inch page sizes.

"With all the various groups or classifications of printing and publishing and advertising using to a larger extent the same set of sizes or roll widths for each class of printing is a hardship on the printing machinery maker as well as a disadvantage to the mills and merchants. Printers cannot intelligently equip their plants where there is such a great diversity of sizes as at present."

Similar analyses are made of catalogue page sizes, direct-mail advertising matter, business publications, magazines, books, and directories.

The tentative standard sizes adopted by the committee (on which the data are based) may or may not be adopted in the final report. Some of the sizes may be dropped, and other sizes may be added in accordance with the opinions and suggestions which are now being sought. The object, as stated, is not to prescribe any absolute limit in sizes, but to ascertain the minimum number of sheet sizes which will afford the maximum variety in page sizes

without waste. It is the belief of the Department of Commerce that the advertising and publishing fraternity can be persuaded to agree upon a simplification in paper sizes, just as the paying brick manufacturers, the cast-iron pipe manufacturers, and others, have been persuaded to do the same thing.

Gossard Corset Sales Show Increase

Sales of the H. W. Gossard Company, Chicago manufacturer of corsets, for June, 1922, were the largest for any single month in the company's history, running over 20 per cent over the sales for June, 1921. "The progress of the company toward normal conditions is marked by the fact that today all inventory losses have been overcome," says G. J. Stowers, advertising director of the H. W. Gossard Company. "One of the dominating reasons for Gossard prosperity is to be found in consistent national advertising. The June, 1922, figures not only prove that women are wearing corsets, but indicate the real turn toward normal buying."

New Publisher of Birmingham "Age-Herald"

Mrs. L. B. Barrett was elected president and publisher of the Birmingham, Ala., *Age-Herald*, at a meeting of the board of directors of the *Age-Herald* Publishing Company, on July 23. Mrs. Barrett is the widow of the late Edward W. Barrett, who for nearly twenty-five years was editor and owner of the *Age-Herald*.

Would Trade-Mark a Clothespin

An application for registration of a trade-mark for a clothespin has been made by Edwin H. Miller, of New York. Mr. Miller's application, given in the "Official Gazette of the U. S. Patent Office," asks for the registration of the trade-mark "2 in 1."

With Chicago Agency

J. D. Probst has joined the Turner-Wagener Company, Chicago advertising agency, and has been appointed head of its production department. He was formerly with the sales promotion staff of the American Art Paper Mache Works, Chicago.

Death of Mrs. E. S. Johnson

Eva Shean Johnson, who before her marriage was space buyer with the J. Walter Thompson Company in Chicago, died last week. Following Mr. Johnson's death she resumed her advertising activities.

Hearst's International MAGAZINE

*Announces the
Appointment of*

WILLIAM F. JOHNS

as

WESTERN MANAGER

of Advertising

Hearst's International MAGAZINE

JAMES T. AUBREY

Advertising Manager

New York
119 West 40th Street

Chicago
Hearst Building

What Makes a Reputation?

A reputation is the consensus of opinion of all persons with whom one has had dealings.

A bad reputation is the result of bad dealings, of small practices, of misrepresentation, of arrogance, of fraud, perhaps.

A good reputation can be secured only by playing the game fairly; by giving a dollar's worth for a dollar; by cheerful cooperation under trying conditions; by "carrying on" in the face of real difficulties; by doing one's best and then sitting tight; by being human enough to make mistakes and decent enough to own up to them; by promising oneself to do better next time and generally doing it.

It doesn't take long to get a bad reputation; but a good reputation is the result of years and years of hard work and patient plugging.

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York

Advertising to Revive Good-Will of Puritan Flour

Wells-Abbott-Nieman Co., Inc., Schuyler, Neb., has been incorporated to take over the property, good-will, trademarks, etc., of the Wells-Abbott-Nieman Co., which has been in the hands of receivers. The company has been established since 1870 and has produced and advertised Puritan flour. O. F. Frisbie, formerly with the Yukon Mill & Grain Company, Yukon, Okla., is president of the new company, which is using newspaper advertising to revive consumer interest in Puritan flour, the advertising of which had been discontinued by the receivers.

Obtain Jersey City Radio Account

The De Forest Radio Telephone and Telegraph Company, Jersey City, N. J., is running an advertising campaign in magazines and trade papers which is under the direction of Groesbeck, Hearn & Hindle, Inc., New York advertising agency. It is planned to extend this campaign to include newspapers.

The Paragon Gear Works, Taunton, Mass., and the Winton Engine Works, Cleveland, have also placed their accounts with Groesbeck, Hearn & Hindle, Inc. Both of these accounts will use trade papers.

Detroit "News" Buys Detroit "Journal"

The Detroit *Journal* has been sold to the owners of the *News* of that city and will be merged with that publication. Both are in the evening field. The retiring owners of the *Journal* are: Paul Block, H. S. Talmadge, N. C. Wright and C. C. Vernam.

The *News* is owned by the Scripps Estate. Its officers are: George G. Booth, president; William E. Scripps, vice-president and managing director; H. S. Scott, treasurer and general manager, and C. Billington, secretary.

P. C. Rathert Goes to Pittsburgh

Paul C. Rathert, formerly assistant advertising manager of the Fair and the Boston Store, Chicago department stores, will be in charge of advertising for Donohoe's, Pittsburgh, after August 1.

"Marathon" Oil Account for Campbell-Ewald

The Transcontinental Oil Co., Pittsburgh, "Marathon" petroleum products, has placed its account with the Campbell-Ewald Co., Detroit.

The Soderseine Company of North America, New York, has placed its advertising account with Frank Kiernan & Company, New York advertising agency. Newspapers will be used throughout the country.

With H. E. Remington Agency in Chicago

R. W. Canfield, formerly advertising manager of the Pepsodent Company, and more recently Western representative of Public Works in Chicago, has been appointed production manager for the H. E. Remington Advertising Company, Chicago and New York. He has been with Lord & Thomas, William H. Rankin Company, and the Methodist Book Concern.

P. E. Erhorn Represents Baltimore Company in New York

Philip E. Erhorn, formerly merchandising director and account executive with the Green-Lucas Company, Baltimore advertising agency, and before that sales and advertising manager for the C. A. Gambrell Mfg. Company, Inc., Baltimore, maker of "Pat-a-cake," has rejoined the staff of the latter organization as manager of its New York office.

Heaton and Hess Discontinue Cincinnati Agency

Ralph Seward Heaton and Beecher Hess, who conducted an advertising agency in Cincinnati, have discontinued its operation.

Mr. Heaton has joined the Chicago Elevated Railway Advertising Company as manager. He was at one time advertising manager for the Rudolph Wurlitzer Company, Cincinnati.

Detroit "Times" Starts Sunday Publication

The Detroit *Times*, evening newspaper, which has been a six-day publication, will issue a Sunday edition, starting August 6. Payne, Burns & Smith have been made Eastern advertising representatives, and the G. Logan Payne Company have been appointed Western representatives.

Susanna Cocroft Agency Appointment

The George Batten Co., Inc., has been appointed to handle the advertising of Susanna Cocroft, physical culture, New York and Chicago.

Heads Chicago Motor Distributors

Russell Y. Cooke has resigned as sales manager of the Racine Rubber Company to become president of the Racine Tire & Rubber Company, Chicago, Ill., a car distributing organization.

New Agency in Hartford, Conn.

The Wilson Advertising Service is the name of a new advertising agency started at Hartford, Conn., by Howard C. Wilson.

How to Design a Chop Mark

Greenfield Tap & Die Corporation Goes to Chinese Authorities to Make Sure of a Mark That Will Be Well Received

By H. D. Parker

THE products of the Greenfield Tap & Die Corporation have had a widening sale in China for nearly fifty years. These tools are known to the trade by style numbers in individual cases, and by set numbers when so offered. To replace parts correctly, the number is the important thing and consequently the number has been featured on the wrapper or carton, or box label, for many years. The result is that the Chinese mechanic who wished a certain tool would copy the number from his box label, go to the nearest dealer and ask for one of those.



THE CHOP MARK THAT IS SATISFACTORY TO CHINA

In other words, he was confusing the catalogue number of the article with the trade-mark.

As these catalogue numbers are in many instances similar throughout the trade, it will be seen that any method that would insure not only reordering of the correct article but one manufactured by the maker of the part to be replaced would be most valuable. It was decided to chop mark every unit destined for the China market, for following the line of least resistance the native would use the chop from which to reorder, being in his language.

Here is the way the matter was handled by the Greenfield Tap & Die Corporation, or rather by its export organization. In effect, this is what was said: "Our prod-

ucts are bought by the customer saying the three letters G T D. Now are there equivalent sounds to GTD in the Mandarin dialect of Chinese? If so what do they mean, and could we use them in the chop? Are there any reasons why the shape of our present trade-mark would be offensive in China?"

The matter was taken up with the Shanghai agent, with the Far Eastern Division of the Bureau of Foreign and Domestic Commerce, and with individual Chinese citizens of special commercial training who chanced to be in the United States at the time. It was found the trade-mark would not be a cause of aversion, in fact it might work to advantage, in that it suggested the older grave mounds of China in form, and as such carried a suggestion of age and reverence. But when it came to the sounds of G, T and D, it seemed that the Chinese language had been meant for this very Chop. Not only were there three native sounds equivalent to the English letters, but these three sounds were words which were just what was wanted. One meant "Foundation," the next "Underlying," and the third, "Body or mechanism." The whole when written in the Chinese characters might be freely translated as "The foundation of mechanical bodies."

When one considers that screws, bolts, drills, etc., are certainly the foundation of mechanical bodies, it will be quickly realized what was gained by having the sounding of the GTD express that meaning. When these facts were known the chop was designed and copies sent out to the following places: Far Eastern Division of the Bureau of Foreign and Domestic Commerce, the domestic manager for the San Francisco office, the foreign language divi-

Chamber of Commerce
of the
United States of America

State Building
Washington, D. C.

July twenty-fourth

Dear Mr. Johns:

When I asked an agent the other day what he would sell in presenting *THE NATION'S BUSINESS* broadly, he said:

"Two things"

"First - the tremendous amount of goods purchased by your audience for corporations"

and

"Second - the enormous amount of goods purchased by your audience for themselves."

"What I mean is this," he continued, "Seventy-five thousand doctors would not represent this double buying power; seventy-five thousand ministers would not; seventy-five thousand social leaders would not. Nor would seventy-five thousand lawyers. In fact it seems difficult to name another seventy-five thousand anywhere in any class that offers such a market for personal requirements and at the same time controls the tremendous buying power of thousands of corporations."

When you use *THE NATION'S BUSINESS*, therefore, you secure for your clients this double buying strength and insure for them the favorable acceptances of the most influential men in every community.

Yours very truly,

Victor M. Hixson
Director of Advertising.

Mr. William H. Johns,
George Batten Company
New York City

P. S. Our rate is about half the average class rate.



**BE SURE
YOUR
LABEL
SHOWS
ON**

ALL ADVERTISING

**YOU
DO
IN
A
STORE**



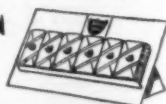
DISPLAY



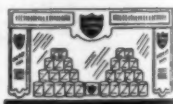
SHOW CARD



BOOKLET



COUNTER DISPLAY



WINDOW PASTER

MAKE A UNIT OF YOUR STORE
ADVERTISING BY REPEATING
YOUR LABEL. GET A LABEL
THAT HAS CHARACTER FIRST.
BUY FROM A PRINTER AND
LITHOGRAPHER WHO ORIGINATES
THE IDEA AND REPRODUCES IT
WELL.

WOODWARD & TIERNAN
PRINTING COMPANY

LITHOGRAPHERS

PRINTERS

NEW YORK ST. LOUIS CHICAGO
OMAHA

LABELS-WRAPPERS-WINDOW DISPLAYS-STORE DISPLAYS-CALENDARS-BOOKLETS-FOLDERS.

sion of an American export magazine, a gentleman in close touch with the highest Chinese resident in New York. To each was addressed a request that the chop be checked with as many natives of China or first class interpreters for first, whether the characters shown had the sounds "GTD," second, as to the translation of the characters' meanings.

In every case a favorable reply was received and the company decided to affix a label showing the chop to each package going to China. As everyone in the export field knows, there are certain colors in almost every country that can spell failure, others that are sure of attention or respect. In China the precedence of colors is very clearly established. At the head of all color combinations comes Imperial Red on Gold. This was chosen as the chop color scheme. But to print red on gold is not easy, and also the Chinese type caused a little worry. However, a Chinese printing establishment in this country handled the job to the greatest of satisfaction.

Gold paper, however, is not gummed. It is therefore necessary to stick a chop label on each unit making up a China shipment. The chops are attached where they are conspicuous, outside the wrapper in which the goods would lie on a dealer's shelves, although not necessarily where it would be in view while in stock.

W. C. Wadsworth with "America at Work"

W. C. Wadsworth, sales promotion manager of the syndicate advertising literature of the H. O. Reno Co., Chicago, and circulation manager of *Furniture Age*, published by the latter, has resigned to become advertising manager for *America at Work*, St. Louis, effective August 1. Mr. Wadsworth was previously with the Bobbs-Merrill Co., Indianapolis. A. C. McClurg & Co., Chicago, and at one time was with the Indianapolis News.

Canadian Folding Umbrella to Be Advertised

The Canadian Pocket Umbrella Company plans to advertise a folding umbrella and has appointed The H. K. McEwen Co., Ltd., Toronto, as its advertising agent.

Selling the Banker on Building Repairs

A banker is much more favorably inclined to accept real estate as security for a loan if it is kept in good repair. He is even interested in the upkeep of property which is given to him as security. The Atlas Portland Cement Company, New York, has taken advantage of this interest and the interest of real estate men in the higher market values of well-kept property to address a folder to them in its series entitled, "Your Home Town."

With this folder there is enclosed a slip which reads:

"Repairs, to the banker, are an INVESTMENT.

"Only those repairs that actually increase property values appeal to him. In this message to bankers and real estate men we suggest one type of repairs that actually create added values."

The text of the folder says:

"While some of the oldtimers may regret the changing of old landmarks—anything that's an improvement to Your Home Town will finally be approved by all. Any added attractiveness in the buildings that are the town's Welcoming Committee means greater desirability to a prospective dweller, and so greater population and higher property values.

"Such a plan deserves the supervision of the best architect available, the support of all local organizations, and every help that will make it a definite and permanent improvement.

"Today, at low cost wonders can be done with stucco. It can be made beautiful and permanent with Atlas White Portland Cement. Its possibilities have become an accomplished fact in the store fronts and hotels of our large metropolitan centers. Your local building material dealer can obtain it for you in large or small quantities."

Golf Glasses to Help Golfers' Play

E. B. Meyrowitz, Inc., optician of Minneapolis, Minn., is prepared to assist golf enthusiasts from being off their game by equipping them with golf glasses. In local newspaper advertising.

Meyrowitz says of these new glasses: "Not freak goggles, but a design of regular focus-ground Shelltex Shur-on Spectacles that will help your game. We don't guarantee par golf, but we do assure you of better comfort and better golf vision.

"We'd like to explain this to you more fully."

Women's Shoe Account with Boston Agency

The Nathan D. Dodge Shoe Co., Newburyport, Mass., maker of Correct Dodge shoes for women, has placed its advertising account with The Spafford Company, Inc., Boston. A campaign in women's magazines is being planned for the fall.

"Dealer Advertisements" That Get Used

Some Experiences in Preparing Ready-Made Copy Which the Dealer Inserts in His Local Newspaper

By Paul Sartorous

WE were talking about copy problems and trends in copy instruction. J. H. volunteered an opinion, "Of all the copy jobs that come to my desk, the one where I have to watch my step the most is the apparently simple task of getting up some ready-made advertisements for the dealer." J. H. referred to those advertisements which so many manufacturers prepare or have prepared to send to the dealers who handle their product.

Why should it be such a problem? For one thing, the man who writes this copy—and he is nearly always either an advertising manager or an agency copy writer—is trained primarily to think and write from the standpoint of the manufacturer rather than that of the retailer. For another thing, the advertisements must be prepared to appeal to the whole gamut of dealer temperaments and desires. Also, these advertisements must pretty nearly sell themselves to the dealer. The writer cannot be personally present to explain the value of the copy as is the case where he works for the manufacturer. So a particularly careful eye is needed.

One of the first manufacturers for whom J. H. wrote "dealer ads" was one of the three big manufacturers of men's clothing. This company did a great deal of magazine advertising. It had for many years prepared each season an advertising portfolio, which went to dealers handling the line. In this portfolio were reprinted the magazine advertisements for the coming season—pictures of dealer helps, display cards, suggested window trims and ready-made advertisements for the dealer to insert in his own newspaper. J. H. studied over the

ready-made advertisements of the past seasons. In the main, they appealed to him. He made a few minor changes which the manufacturer agreed were improvements. Later in the season, however, one of the officers of the company became particularly interested in this aspect of the advertising effort. While a number of dealers used this service, this particular executive wanted to know why the advertisements were not even more widely used. No answer was forthcoming.

DEALERS TAUGHT HIM HOW

The advertising manager and J. H. decided that the matter was worth looking into. Obtaining a list of the dealers in nearby States, J. H. decided to spend two or three weeks among them to get their comments on the service. "That trip," he says, "brought home to me what is probably the greatest single fault in advertising of this kind. As one dealer put it, 'The trouble with you fellows is that you think that the supplying of a cut or an electrotype entitles you to hog the hundred dollars' worth of space which the dealer may have to buy to use this material. You put your name in as big as possible and leave about a quarter of an inch for the dealer. You harp on the excellence of your clothing, never thinking for a minute that I may want to say anything about other clothing and furnishings which I may handle. In other words, you want me to advertise you at my expense and think you can bribe me to do it by giving me a couple of cheap cuts.'"

Being fair-minded, J. H. had to admit that the criticism was entirely justified. Manufacturers' "dealer ads" too often forget that

The Financial Man Spends Dollars Wisely In Syracuse Advertising

Post-Standard readers have the greatest purchasing power—Syracuse bank clearances for first half of 1922 exceed \$110,000,000. The bulk of the best financial advertising is placed exclusively in

**THE SYRACUSE
POST-STANDARD**



More high grade securities are sold in Central and Northern New York per capita than in any other section of The Empire State, outside of New York city—the territory covered by Post-Standard circulation.

Readers with money to invest in high grade securities are the best possible prospects for the purchase of any product of merit you may offer.

**DOMINATES THE PROSPEROUS COUNTIES OF
CENTRAL AND NORTHERN NEW YORK STATE**

The Syracuse Post-Standard

[PAUL BLOCK, Inc., Representative
New York Boston Detroit Chicago]

For More Sales and More Business, Use Direct Methods

Selling goods is very much like playing baseball. It is the man who uses his bat to hit the ball, rather than he who swings it in the air, who gets the runs.

Today, those who use direct hitting methods are getting the business.

If you have something to sell, go straight for the man whom you know is most likely to buy it. Aim to reach him personally, rather than everybody in general.

And to do this effectively, employ direct-mail advertising—broad-sides, posters, folders, catalogs, booklets, envelope stuffers and other sales-creating literature.

This kind of advertising is getting business for big and little concerns all over the United States.

When preparing direct-mail advertising, plan to have it folded on the Cleveland Folding Machine. This will enable you, if you desire, to use unique folds that attract attention, save time, expense, eliminate waste due to poor folds, and assure you an all-around good job of folding. Ask your printer about it.

We will gladly send you, free, a portfolio of Cleveland Folds. The folds will give you some good ideas for attention-getting direct-mail pieces. Write for it now.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

the main expense of local advertising falls on the dealer. Since it is his expense, the advertising should be unmistakably his advertising. Several other fundamentals which J. H. learned on that trip led to some radical changes in the next season's portfolio.

For one thing, a greater variety of sizes was shown. Formerly the largest advertisements were half pages. It was found that exclusive and prosperous dealers in small towns will sometimes use full-page newspaper advertisements if the copy is properly written. The cost of small-town newspaper pages is often quite low.

The smallest advertisements in the former portfolios measured 100 lines double-page column, but now were added a few 100-line single-column advertisements. It was found that these smaller advertisements were often instrumental in getting the dealer to make his first plunge, where the larger size would hold him off.

Needless to say the writer did his level best to put himself in the dealer's place. Roughly, the copy was written along three lines: (1) Copy in which the main emphasis was placed on the manufacturer's clothing, with but small reference to the other men's furnishings which might be in his stock, (2) text which was evenly divided between the manufacturer's clothing and the other furnishings in the dealer's stock, and (3) advertisements written entirely about the dealer's complete stock in which the name of the manufacturer was only casually introduced.

The copy and art work had been along uniform lines. It was evident that one man had written all texts. The same artist made all the pictures. Close contact with dealers, however, showed a wide difference in their likes. So several different styles of advertisements were developed. Some were straightforward matter-of-fact advertisements—for the dealer who was that kind of a man. Others were adaptations of the magazine advertising for the dealer who wanted to co-ordinate his effort

with that of the national advertiser. Some semi-humorous advertisements were also included, for it was found that many clothing dealers throughout the country looked upon Rogers Peet as a model in retail clothing advertising. There was short copy, long copy, all-type advertisements and all-picture advertisements.

These changes necessitated a portfolio 50 per cent larger than its predecessor. It was found, however, that nearly twice as many of the advertisements were used by dealers during the following season. A fundamental point is involved. The writer of ready-made advertisements should remember that dealers have all kinds of tastes and inclinations. It will pay him to meet these varying tastes rather than to wish a uniform style of advertising on this varying group of retailers.

WATCHES LOCAL NEWSPAPERS

One of the best guides to the writer, who is new at this kind of advertising, comes from an examination of the newspapers from different sections of the country and different types of communities from the small village to the large city. In these newspapers he will find a great deal of copy which the dealer prepares for himself. Through observing this he will get a better line on what the merchant wants. A common mistake, which is natural enough, is found in the tendency to write such copy in too professional a manner. Experience with many kinds of dealers and merchandise indicates that it is particularly important to keep dealer copy natural, simple, and spontaneous. The dealer wants to see his own personality in the advertising. He wants to feel that if he had the time and resources he could have produced exactly that kind of advertising. This does not mean that slang or slovenliness are permissible; it simply emphasizes the need to be direct and natural.

A hat manufacturer found that it paid handsomely to include in his dealer service some loose cuts of hats and detached pieces of

copy without any suggested layout for their use. This seemed to meet the needs of the dealer who wanted to get up his own advertising—who was willing to use cuts of the product and refer to texts from which he might lift a sentence here and there. It was found also that general and department stores made free use of material of this sort, incorporating parts of it into their advertising. The complete ready-made advertisements would not have been used at all.

Another manufacturer greatly extended the use of his dealer series by changing his art work from shaded sketches to simple outline drawings. The cuts made from the shaded drawings were safe enough in the larger newspapers, but they frequently botched and filled in when run in smaller-town newspapers which were not equipped so well for printing them.

The mechanical details involved in supplying free dealer-advertising offers need careful attention. The dealer series which is cheaply printed and carelessly put together may be thrown away as being of minor importance, while too lengthy a portfolio has caused many a dealer to feel that the job of starting advertising is greater than he expected, thus discouraging him at the very outset.

One manufacturer, selling a seasonal product, sent out his broadsides six weeks ahead of the opening of the season. The advertisements were not freely used. The salesmen were instructed to find out why greater use had not been made of them. It was discovered that the dealers had set aside the portfolios, expecting to order the advertisements in a month or so. While this time was passing by, the intention to advertise had grown dim and faded. The period was then cut in half. Advertisements were sent out only three weeks ahead of the opening of the season, together with strong talk urging the dealer to order immediately as there was not a day to lose. With this need for quicker action a substantial increase was

obtained in the placing of this sort of advertising.

As the years go by the manufacturer is apt to discard any general talk on the value of advertising when he sends out portfolios or broadsides of this kind. He feels that the trade is already thoroughly educated on the value of advertising. This is often a serious mistake. Dealers have been changed, new dealers have been added to the list, many have never advertised, many are not acquainted with the advantages of advertising and the comparative ease of getting started. For these reasons a large number of the most successful placers of dealer advertisements are those who consistently include a lengthy and detailed exposition of the value of advertising. They give full instructions regarding the way to go about it. They point out in detail the benefits which will result. They make it easy for the dealer to order cuts or mats.

Surely here is an aspect of advertising work which cannot be too thoroughly handled.

Why the High Price of Apples and Oranges?

LINCOLN ADVERTISING SERVICE, INC.
New York, July 17, 1922.

Editor of PRINTERS' INK:

I have been a reader of PRINTERS' INK for over eighteen years and am a firm believer in the value of advertising to reduce the cost to sell, but am at a loss to understand why the consumer has to pay ten cents for an apple or an orange of the national advertised variety species, if advertising is functioning as it should and as we advertising men try to make our clients and the public believe.

Possibly some of your readers can answer this. Evidently there is something radically wrong somewhere.

F. M. BERKLEY.

Form Travel Ad Service in Chicago

The Travell Ad Service Company, Chicago, has been incorporated under the law of Illinois by Harry G. Jacobs, George E. White and Louis G. Jacobs. The company will lease projecting machines, which it has developed, to throw moving advertising copy on any flat surface. Harry G. Jacobs, for ten years with *Motorcycle & Bicycle Illustrated* in New York, is general manager of the company.

200,005 Reasons why Richmond, Va., is a Good "try-out" City

THE first 200,000 reasons are the 200,000 typical Americans in Richmond. There is practically no "foreign element." Richmond folks are substantial citizens—earning, saving, and spending. Richmond people like the luxuries as well as the necessities of life.

The other five reasons are these:

(1) Diversified industries. Richmond's welfare is not linked up with any one industry, and perhaps for that reason Richmond enjoys a steady volume of trade that fluctuates little with national or sectional periods of depression.

(2) Richmond is a city of homes. A large percentage of Richmond's population are home-owners.

(3) There is little unemployment in Richmond.

(4) Richmond's dealers are alert—and ready to co-operate with manufacturers and distributors who offer them meritorious products.

(5) The Dispatch Papers' Service Department is ready to serve you at any time in preparing advance investigations of local conditions in any particular line—and in assisting your sales department with route-list or other information and personal co-operation.

Try out your sales and advertising plans in Richmond. Write us for any information you need.

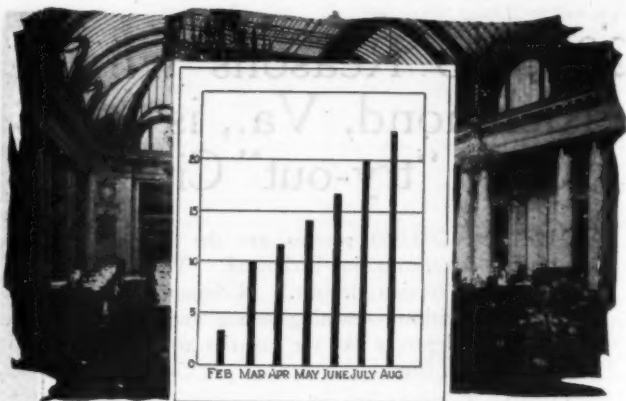
The Dispatch Papers

THE TIMES-DISPATCH THE EVENING DISPATCH
Richmond, Va.

STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

Richmond, Va.

Use The Dispatch Papers (M&E)



Total Number of Advertisers New to Hotel Field
—Started by Hotel Management During 1922

Developing New Accounts for the Hotel Industry

A full page—a second cover in four colors—a spread—another spread. That is the record of insertions to date of an advertiser in **HOTEL MANAGEMENT**—an advertiser who, until we sold him on the possibilities of the field, had never considered using a hotel publication. Now he is using three of them. And once sold, such advertisers are getting results—direct business. They are being assisted to more sales in the hotel field by our Hotel Merchandising Staff that represents years of experience in buying all lines of hotel-consumed products. Perhaps this service can be made of value on your plans.

HOTEL MANAGEMENT

R. D. Smith, Western Manager
20 E. Erie Street, Chicago

342 Madison Avenue
New York City

We believe it is your due to know that the inquiries received from our advertising show us that **HOTEL MANAGEMENT** is being read by just the men we want to reach.

The Automatic
Refrigerating Co.

Our first appearance not only produced the largest number of inquiries produced by our advertising in any hotel magazine, but also the quality of the inquiries was by far the best.

The Hotel
Financing Co.

On checking up our inquiries from various trade journals for the month of May we find that the number received through **HOTEL MANAGEMENT** far exceeds that from any other publication.

The National Mark-
ing Machine Co.

Your explanation of the sales possibilities in the hotel field for The Kent Company, Inc., has been fully justified. Inquiries and sales to date have been quite satisfactory.

Rickard and
Company, Inc.

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Sells a Part of the Product First; Then the Product Itself

How National Enameling and Stamping Co. Gets Self-Starting, Automatic
Co-operation from Retail Store Salesmen

By C. M. Harrison

AN official of the National Enameling & Stamping Co., of Milwaukee, happened to be visiting a department store when a woman came in to buy an oil stove. The salesman showed her the six different kinds he had on the floor and told her the price of each. The price was just about all he knew concerning the stoves and he was unable therefore to give her any constructive selling talk. But even if he had been well acquainted with his merchandise there was nothing special to call his attention to any one make. All were good. Each yielded the store substantially the same profit and it couldn't make a great deal of difference to the salesman which one his customer purchased.

The official "helped out" the salesman by stepping forward and selling the woman a stove. Naturally it was a Nesco Perfect oil cook stove made by his company. He had an interest in selling that particular stove. But how could he transfer that interest to the individual salesman, an oil stove being only an oil stove and other conditions being equal?

Out of that incident grew the company's present general advertising campaign in magazines and farm papers, backed up by business papers and retail store efforts in newspapers. Instead of featuring the qualities of the stove itself, the advertising places its main emphasis on the wick, the whole object being to centre retail sales effort on the Nesco stove through the entirely natural process of creating consumer preference and causing the salesmen to show the Nesco as a matter of course.

"The wick idea advanced in the advertising is followed through the entire merchandising process," says A. M. Candee, advertising

manager of the company. "The structure of the wick, which we have named the Rockweave, makes it easy to advertise in this way. It is made of asbestos fibre in long pieces wound around wires, the strands then being woven into the fabric that makes the wick. Inasmuch as it will not burn out and does not need trimming we logically decided we had something in it that gave pronounced individual selling advantage to our stove.

"But how were we to get the idea across to the retail store salesman in such a way that he would present it to the customer? What difference was it going to make to him anyway just as long as he sold a stove? Why should we expect him to single out our stove for preferential treatment? We got up a sales manual which had a good effect. But of course a sales manual, no matter how well it may be distributed, is going only so far. The salesman who handles hundreds of other items may forget the talking points no matter how well disposed he may be.

GETS SALESMAN'S ATTENTION FOCUSED ON PRODUCT

"What we needed was something to make the salesman's preference come automatically. We got up what we call the Yellow Tag Wick Unit. This consists of a yellow tag having on one side a copy of our current national advertisement and on the other an enumeration of the features of the stove that the salesman would want to present to the customer. The tag is attached to a little piece of the wicking by means of a parcel hook and can be easily snapped onto the grate of the stove.

"The combination is attractive and is a real attention-getter.



In the right place at the right time

The consumer's memory needs no jogging when your product greets him on the dealer's counter or showcase.

Especially is this true when that product is contained, displayed and advertised by the Brooks Display Container (Patented).

This display container is efficient at every point. It is attractive, sturdy, simple. It holds its contents at the best display angle. Its base is firm and level.

*Let us design a Brooks Display
Container for your own product.*

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display
Advertising*

The complete campaign is being merchandised to retailers through broadsides and business-paper advertising. All inquiries from dealers are referred to the nearest jobber through the company's salesmen in that district. The dealer is sent direct complete information about the advertising and the jobber is so informed by letter. A few days later the jobber is written again and asked to make a direct report as to how he followed up the inquiry.

The company is putting much pressure on dealers to use the local newspaper to hook up their stores with the general effort. The electros and other newspaper advertising helps are given without charge. The co-operation with the dealer includes also booklets and folders imprinted with his name, window trim material and proofs of national advertisements for display purposes. He is shown also how to put on cooking demonstrations.

A complete series of letters and enclosures is supplied the dealer for making special advertising effort through the home demonstration agents affiliated with the American Farm Bureau Federation and through teachers in domestic science schools and heads of boys' and girls' canning clubs.

With New York "American" in Chicago

Fred H. Gillespie has joined the Chicago office of the New York *American* and will specialize in automobile advertising. He was formerly with Erwin, Wasey & Company, Chicago advertising agency, as service man.

Joins "Popular Science" Chicago Staff

Myron Winn Kirkbridge, formerly with Montgomery Ward & Company, Chicago, and later with the Chicago office of J. Walter Thompson Co., Inc., has joined the Western office of *Popular Science Monthly*.

Death of Evanston, Ill., Publisher

John A. Childs, publisher of the Evanston, Ill., *Index* from 1871 to 1912, died at Evanston, July 14. He had been postmaster at Evanston for twenty-eight years.

Advertises for Oakland, Cal., Chamber of Commerce Members

A member of the Oakland, Cal., Chamber of Commerce, Roos Bros., Inc., in its newspaper advertising, uses the better part of a full page to induce the people of Oakland to become members of their local association.

Roos Bros. give the following message under the legend: "Join the Chamber of Commerce. Help Oakland Grow. Get Busy."

"Co-operatively put your shoulder to the civic wheel! Help the Chamber of Commerce to get the \$100,000 fund it needs to 'sell' Oakland so that Oakland will gain greater business and social assets. Buy a membership in the Chamber. (Roos Bros. belong, of course, and value that membership highly.)"

"Co-operative hustling makes civic activities hum briskly. That means new industries, new people, new homes, new money spent for both necessities and luxuries."

"Roos Bros. early learned that co-operation pays. The more member-stores we have (we have just added our sixth store), the greater the Variety we offer, the Better the Merchandise, the Lower our Prices for Topmost Quality. Apply that business lesson to Oakland—and Oakland will grow, and improve, and profit."

"*'Tis ne passeront pas'* Other cities must not be permitted to pass Oakland in civic progress. YOU can enlist in Oakland's army of advancement by joining the Chamber of Commerce. Do it! Stockton spends \$1.80 per capita for community advertising. Vallejo spends \$1.56; Sacramento spends \$1.40; Oakland spends only EIGHTEEN CENTS! Let's do better than that!"

Nash Motors Appoints New Sales Executive

E. L. Smith has joined the staff of the Nash Motors Company, Kenosha, Wis., and has been made assistant sales manager. He will share this position with C. H. Bliss, whose appointment was announced in *PRINTERS' INK* July 29. "Increasing business has made necessary the enlargement of our factory sales organization, and to strengthen our sales department we have appointed two assistant sales managers," said C. B. Voorhis, vice-president and director of sales, regarding this appointment. Mr. Smith was formerly with the National Cash Register Company in Portland, Ore., and has most recently been in automotive sales work in St. Louis.

Wheatena Company Agency Appointment

The Wheatena Co., Rahway, N. J., maker of "Wheatena" breakfast food, has placed its advertising account with the F. Wallis Armstrong Company, Philadelphia.

Experienced Exporters

use the AMERICAN EXPORTER to carry their sales messages to the buyer abroad.

Here are some of the representative companies that placed advertising contracts last month for continuous space in the world's largest export journal—

Behrend & Rothschild
New York City

Clark Engine & Boiler Co.
Kalamazoo, Mich.

The Collins Co.
New York City

Dodge & Bliss Co.
Jersey City, N. J.

Edwards Mfg. Co.
Cincinnati, Ohio

E. Greenfield's Sons
Brooklyn, N. Y.

Chas. M. Higgins & Co.
Brooklyn, N. Y.

International Harvester Co.
Chicago, Ill.

Kelly Axe Mfg. Co.
New York City

Long Furniture Co.
Hanover, Pa.

Scott & Fetzer Co.
Cleveland, Ohio

Seymour Mfg. Co.
Seymour, Conn.

Tropical Paint & Oil Co.
Cleveland, Ohio

Union Special Overall Co.
Cincinnati, Ohio

R. M. Wade & Co.
Portland, Ore.

Western Block Co.
Lockport, N. Y.

Are you, too, seeking export orders?

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-Sixth Year
370 SEVENTH AVENUE NEW YORK CITY

ing newspaper shows a GAIN first six months of 1922

person in Chicago and elsewhere, felt keenly
ns, the Chicago Evening American forged

e during the first six months of 1922 is
ly growing faith of its advertisers and the
ience.

, January 1—June 30, 1922:

	LOSS	GAIN
an . . .		248,272*
. . . .	111,362	
. . . .	97,810	
. . . .	40,171	

(Display "classified" advertising)

AMERICAN
EVENING

SANITAPE

The Non-refillable Package

THE more money you spend to sell a good product, the more valuable you make your trade mark or your name.

Likewise, the greater temptation you place before the counterfeiter of packages, labels and trade marks who does not even hesitate to make and sell tablets embossed with your name or brand.

Proprietary Drug houses are annually losing hundreds of thousands of dollars in sales by unscrupulous substitution of this sort.

There is one absolute safeguard against this practice

The brand stealer cannot fake the sanitape package. Every sanitape machine is in the hands of concerns whose reputation is beyond question and for their and our mutual protection we know exactly what each machine is packing.

IVERS-LEE COMPANY

Newark - - - New Jersey

Strong Campaign behind a Guarantee Makes It Principal Selling Argument

Cotrell & Leonard Advertise "Aetna, the Insured Hat" and Back It with Guarantee in the Form of a "Satisfaction Policy"

THERE has just been concluded a campaign of advertising in a list of national periodicals in which the product—an article of men's wearing apparel—bears the name of a well-known insurance company. This does two things for the product: first, it attracts attention both for itself and by reason of its name; and second it stops the reader by giving him something to wonder about—as, for example, why is it necessary to insure an article of wearing apparel?

The article advertised is a man's hat, the name of the insurance company is the Aetna, the name given to the hat is "Aetna, the Insured Hat," and the text of the advertisement is:

"If you don't know how the Aetna insurance policy guarantees complete hat satisfaction, ask your dealer or write us."

Every advertising man who saw this series of advertisements, if he did not know the story behind the campaign, probably indulged himself in another wonder or two—is the campaign a success? and, how would that work on a cake of soap, a box of candy or a screw cutting machine?

The campaign has been a success. The reader, however, will have to judge whether a campaign on "Frudential, the Insured Hosiery" or "John Hancock, the Insured Car" would be equally successful.

There is still another wonder that the casual reader is apt to have about "Aetna, the Insured Hat" and that is, does an insurance policy actually go with the hat and where does the Aetna Insurance Company enter into the transaction?

The insurance policy referred to in the advertisement is a printed slip of paper, bearing the words

"Satisfaction Policy" at the top and reading:

"In consideration of the price paid our agent for this hat, we insure it to be of perfect manufacture and to give satisfaction in every respect. Should it not do so,



CHARACTER EVIDENT : QUALITY INSURED

AETNA The Insured Hat

If you don't know how the Aetna insurance policy guarantees complete hat satisfaction, ask your dealer or write us.

Established since

COTRELL & LEONARD : DANBURY, CONN.

HAT MANUFACTURER RECOGNIZES THE WORTH OF AN INSURANCE NAME KNOWN THE COUNTRY OVER

we hereby authorize and direct our selling agent to replace the same with a new Aetna hat upon return of the one which may not have given satisfactory wear. We leave it to your sense of fairness."

This statement is signed "Cotrell & Leonard" in facsimile. Beneath it is printed the following "Proof of Claim":

I hereby certify, that on..... 19.... I purchased one Aetna hat for \$....; that the same has not been misused, and has not given satisfaction; and that I have received a new Aetna hat to replace it.

Name.....

Town.....State.....

Date.....

Does Your product lie buried here?



Many an article of high merit lies hidden away, amid thousands of others, between the uninspiring covers of jobbers' catalogs.

GETTING "distribution" does not necessarily mean getting your goods into the hands of retail dealers and sold to ultimate consumers.

¶ But you can arouse the retailers to an interest in your product, and in turn stir up the jobbers' salesmen to a novel enthusiasm for your merchandise.

¶ The method, the technique, is not difficult, nor is the need for it unusual.

¶ Both are briefly discussed in the book, **PROMOTING SALES**. Every executive in your organization who wants more and bigger sales will find it full of practical interest. It will be sent to them at your request.

The Corday & Gross Co.
Cleveland
Effective Direct Advertising

We hereby certify the above to be correct and have returned hat to you today by.....

(Dealer Sign Here)

Date.....

This "policy," folded down to a very small size, has the words: "Satisfaction Policy, Due on Demand" printed on the back, and is slipped into the sweatband of the hat when delivered to the customer.

John A. Perkins, general manager of Cotrell & Leonard, said:

"Our dealers use the policy to clinch a sale whenever the question of price or quality is raised by their customers. The broad guarantee of the policy means simply that a man must get value—and his own interpretation of value—or he can return the hat with his policy and either have his money refunded or get a new hat.

"The idea of the insurance feature came through a desire to give some unusual slant to the usual 'guarantee.' 'Insured' quality seemed a little better and the name Aetna naturally linked itself with the idea of insurance. The miniature policy followed."

INSURANCE COMPANY CONSIDERS IT A COMPLIMENT

As to how the Aetna Insurance Company feels about the use of its name in connection with Cotrell & Leonard's hats, the following statement recently appeared in the Aetna company's house magazine:

"For some time, there has been more or less speculation among Aetna-izers who have read the Cotrell & Leonard advertisements of their insured hat as to whether or not the choice of a name had any sentimental connection with the name of our company. To satisfy this natural curiosity, the question was referred to Cotrell & Leonard, who replied that 'there is no question that the service, protection, and (we must be honest) advertising of your company was instrumental in creating 'Aetna, The Insured Hat.'

"In naming their hat after this company, Cotrell & Leonard pay a high compliment to Aetna service

and to the value and prestige of the Aetna's name and reputation which, through long years of honorable dealing, has come to be synonymous with sound insurance."

The campaign was announced to dealers by a broadside distributed early in the spring of 1922. This was a mailing piece sent under one-cent postage to a full list of the company's dealers. The address side bore the line, "Insured Business from an Insured Hat." Lifting the first fold the dealer read that "Your Spring National Advertising Campaign on Aetna, the Insured Hat, begins March 1 and will tell the story of Aetna styles and quality to 25,000,000 men. These men can't buy hats direct from us. They must go to Aetna dealers. This folder shows you how to get—and hold—your share of the business created by the great national advertising campaign."

The next opening of the folder showed reproductions of the national advertisements, descriptions of the periodicals and their circulation. The inside spread carried illustrations of newspaper advertisements for the dealer's use and instructions for co-operating effectively with the national campaign.

Each one of the company's salesmen was supplied with a portfolio of the campaign. A letter accompanying the portfolio laid particular emphasis on the guarantee. One paragraph of this letter read:

"You know as well as I do that good consistent publicity behind Aetna hats makes easier and larger sales for you by lifting Aetna above the average run of unadvertised hats and eliminating a lot of cheap competition on a strictly price basis. It gives you the edge over every other hat in our class by enabling you to offer a merchant a plus-value. Even granting an equality of style and quality, you have a big additional talking point that many times will clinch the sale."

Enlargements of the illustrations taken from the national advertisements printed on heavy card-

board, with easel backs, made effective store display signs. A small window sign, in blue and gold, mounted on wood and faced with glass bore the company's trade-mark design, "Aetna, the Insured Hat," and the words "Satisfaction Insurance Policy in Every Hat."

Thus every feature of the campaign emphasized the "insurance" idea.

A Bibliography Testimonial

SIDENER-VAN RIFER ADVERTISING CO.

INDIANAPOLIS, July 17, 1922.

Editor of PRINTERS' INK:

May I have a list of articles which have been published either in the Weekly or the Monthly, pertaining to the use of advertising in increasing savings deposits and depositors in trust companies?

I have found everything else I want in your compilations which I am receiving and filing as they arrive. But I do not seem to find this in the list.

And, by the way, I believe that your special service of rendering these compilations is the biggest thing in advertising this year.

By this method you are making available for immediate reference a wonderful library of demonstrated data. I have always envied the lawyer who could take down an index and within a few minutes have on his desk all the court decisions pertaining to a particular legal point which he might be considering.

Now I can do the same thing—and make faces at the lawyer, because my data are even more complete and more helpful than his.

I am not saying these nice things just to make sure that you send me the special list I am asking for. I have asked for lists before without saying anything nice and always got them. But I wanted to relieve myself of this expression—for it is exactly the way I feel about it.

SIDENER-VAN RIFER ADVERTISING CO.

MERLE SIDENER,
President.

J. L. Isaacs Joins Staff of St. Louis "Post-Dispatch"

J. L. Isaacs, until recently account executive of the Ross-Gould Company, St. Louis advertising agency, has joined the advertising staff of the St. Louis *Post-Dispatch* to handle rotogravure and magazine advertising.

Macaroni Account with Howard Agency

A Goodman & Sons, New York, makers of macaroni, spaghetti, noodles, etc., have chosen the E. T. Howard Company, Inc., New York, advertising agency, to direct their advertising.

Offers Assistance in Reducing Overhead

The present activity in the building industry has not stopped the renovating and remodeling of older buildings. This is not confined to residences and smaller buildings alone, as huge office buildings and apartment hotels in New York are also undergoing extensive alterations.

The New York Edison Company is using large space in a newspaper campaign in which it makes this offer:

"We have a competent engineering organization which will be glad to study, at our own expense, the service requirements of any building, and report upon best operating methods and the cost of modernizing old equipment to obtain the most economical results."

One piece of copy carries cuts along the border of fifteen of the large buildings of the Metropolis which have installed modern equipment resulting in large reductions in operating costs and better standards of service not possible under the older methods.

Advertises Street Car as Auxiliary of Motor

The street car as an economical and convenient auxiliary, rather than a competitor, of the motor car is the basis on which recent advertising of the Des Moines, Ia., City Railway Company is selling its service to automobile owners. The company's newspaper advertising suggests that there are many uses to which the car owner can put street cars which will cost much less than an automobile.

"Street Cars Save You Money," one of the recent pieces of copy runs. "Auto owners can save money and have the assurance of unfailing service by riding the street cars to work and back. The cars also offer quick and economical transportation to the ball games, River-view Park, picnics and other summer outing places. Hundreds of wise ones are keeping their autos for use where the street cars won't serve the purpose—the saving buys the gas for week-end trips."

Pacific Coast Tea Company Advertise New Packing

J. A. Folger & Company, San Francisco, are now packing "Folger's Golden Gate Tea" in vacuum, and are advertising this fact. Newspaper and poster advertising is appearing in San Francisco. Plans to extend the campaign to cover the entire Pacific Coast territory are being considered.

Joins McFadden Publications in Chicago

Thomas W. Davis has joined the Chicago office of McFadden Publications, Inc., New York. He has been with the sales staff of the S. C. Beckwith Special Agency, Chicago, for the last five years.

7, 1922

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SILEX, Mo.

You'd have a hard time finding it on the map—but it's there.

Its town hall and its Enterprise Store look just as big and are just as important to the people of Silex as Macy's is to the people of New York or the Boston Store to the people of Chicago.

The Enterprise Store of Silex is a component part of the national distributive scheme for dry goods, apparel and allied lines.

The goodwill and confidence of that store assure the sale of a small portion of your production to the people of its community.

National goodwill for any product is simply the total of many thousands of local goodwills such as Silex's.

The Enterprise Store is an Economist Group subscriber; one of the 35,000 other Economist Group subscribers, big stores and small, in over 10,000 cities and towns. Their goodwill and confidence in a worthy product can assure the success of that product.

Advertising in the Economist Group will build that goodwill and confidence.

The Economist Group
239 West 39th Street
New York City



*Strobridge Posters the Backbone
of Camel Ads*

DAILY, hundreds of thousands of smokers view with interest Strobridge. These works of art confirm the good judgment of the advertisers. Many other advertisers would be intensely interested as to the pulling power of Strobridge Posters. We should be glad to

This is one of the Strobridge Posters that keep the camel the

THE STROBRIDGE LITHOGRAPH

Main Offices and Works: C

Branch Offices:

NEW YORK

Thinking men who have
smoked out the facts,
demand **Camels**



*"Good
Posters
Sell
Goods"*

*Backbone
Camel Advertising*

Smokers view with interest the compelling Camel posters as reproduced by
confirm the good judgment of Camel smokers and constantly gain new con-
ould be intensely interested in the mass of evidence furnished by our client,
We shall be glad to place the facts before you.
that keep Camel the largest selling cigarette today.

LITHOGRAPHING COMPANY

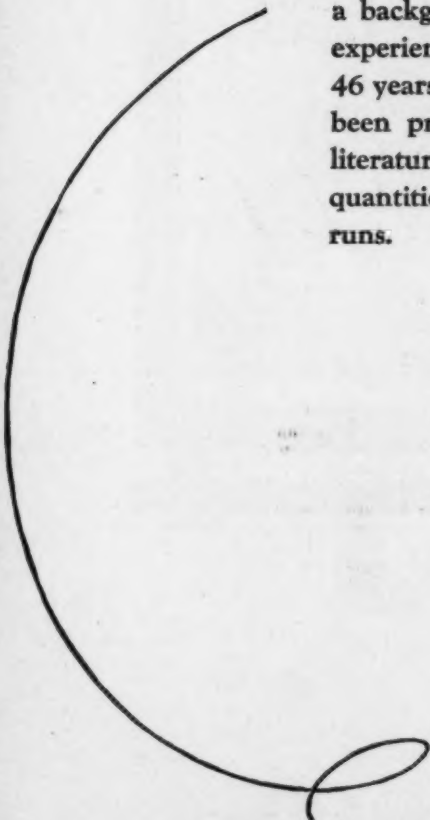
and Works: CINCINNATI

ORK

DAYTON

ST. LOUIS

Counsel



Good counsel requires a background of varied experience. For the last 46 years Goldmann has been printing fine sales literature in both small quantities and in million runs.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4520

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"Bottom Position" for the Picture

It Is Sometimes Desirable to Reverse the Natural Order of Things in Laying Out a Composition

By a Commercial Art Manager

THERE are many traditions linked with the structural building of an advertisement, and one of these, made almost a law unto itself by common usage, is that the illustration should be placed at the top of the layout.

Arguments of a more or less scientific nature are advanced to substantiate this tradition. The picture is the gateway to the advertisement, arousing interest and in a great many instances serving as a shrewd "bally-hoo" for the Big Show. It is natural, the logical sequence, for the eye to seek top position first and to "read down." That is, indeed, the consistent, time-honored order of things. Therefore, first should come that which is asked to stimulate interest, attention, a desire to "see what it's all about," next the caption or display line, and, finally, the text; the message concluding with the advertiser's signature.

True, a new school of layout, exceedingly popular just now, treats large space advertising as might a Sunday magazine feature editor, sprinkling pictures down through the text, wherever they may be needed, some large, some small, on the assumption that advertising composition should be hampered by no law. Circumstances alter cases. There are no two problems exactly alike. Why attempt to prepare a formula? Make the advertisement interesting, make it inviting to the eye, give it artistic charm, and responsibility ceases, so far as the visualizer is concerned.

Many things can be said in favor of this idea, although there is always an inclination, because of the license, to scatter attention and to confuse the eye with too many points of interest. It is asking a great deal of the reader to expect him to jump from one unit to another, through a page that is

packed tight with them. There is a basic belief, as old as the hills, that a bullet is better than buck-shot—that concentration is power, and that it is better to drive ahead with one big central theme, taking it through to its conclusion without deviations and side excursions, than to split up attention into various small zones.

Just why tradition should so resolutely set itself against the "bottom position" picture is not quite clear, for there are proofs conclusive of the acceptability of the exact reverse in composition.

ILLUSTRATION NOT NECESSARILY THE MOST IMPORTANT FEATURE

Suppose we argue it out along somewhat different lines. It is certainly permissible to suggest that the headline and text may be of greater significance than the illustration and should have first claim to the reader's attention. Why assume that people will not read any message that is not paraded through the advertising pages with a brass-band illustration at its head?

There is a confession of weakness in the assumption that a picture must blaze the trail, coax the reader into text interest. The picture assists, but the moment it seems to be indispensable there is likely to be something wrong with the entire advertisement.

There are conditions in some of the departments of advertising that make arbitrary rules as to the placing of certain units. For instance, by actual test, it has been proved that the best place for a display name, or lettering of any kind in fact, on a street-car card is at the bottom. These cards are so placed in their racks that the top half bends over in the direction of the reader. Lettering is seen at an angle and in perspective. The view is more normal



Conscious of the ever-increasing demand for the latest, the most practical and modern in pen-and-ink illustration for advertising purposes, The Ethridge Company has perfected the most versatile organization of its kind . . . and it is at your beck and call . . . your art department, for the time being, subject to your needs and operating under business principles which say: "Handled Confidentially."

"The Best
in advertising
illustration"

ETHRIDGE

NEW YORK STUDIOS
23-25 East 26th Street

CHICAGO STUDIOS
203 So. Dearborn St.

tion really has no excuse for existence.

In brief, although the illustrations may be placed in the lower half of the advertisement, it is entirely possible and logical to make the eye travel unconsciously to the reading matter above.

Observe again by referring to the Meadowbrook sport hat composition how any possible prejudice against the reversed composition is very cleverly overcome. It is much a matter of arrangement and of the judicious use of hand-lettered display blocks.

In the upper left-hand corner of this advertisement there is a vivid little unit of text, hand-drawn, that is almost an "illustration" in itself, because of the formation of the letters and the stirring spirit that has been injected into them.

There are other expedients, such as a main picture below the eye level of the reader, and smaller embellishments that continue on up to the very top and the headline. This plan has been adopted in a very successful series for Lawrence underwear.

The system here seems to be one of gradually coaxing the eye, by degrees, down, through text, to the featured illustration, although all the while saying, by inference, "This picture of ours is important, yes, but we want you first to hear what we have to say."

In a special campaign for Prest-

O-Lite batteries, it was felt that a message or a series of messages could be written, and powerfully headlined that would compel attention, regardless of the picture element.

And so in this campaign, the page was deliberately divided into two parts, the upper section given over entirely to the story.

The headline was in itself a power to attract as great as the best illustration: "When the Verdict Is 'Dead Plates!'" That sentence is enough to strike terror to the heart of any motorist. He has heard the verdict before. He knows what it means. He is apt to read anything that may be written on the subject.

Body text, in the Prest-O-Lite series, was set shrewdly with the bottom-composition of picture in mind. It was large type, nicely arranged. It invited the reader. The illustrative feature was a mere postscript, and, as in the case of the Marvin Safe layout, a heavy, massive product seemed naturally to belong at the bottom where its brute strength could have

a logical base.

Making the picture a "postscript" is a thought in itself, worthy of more attention than has been given it in advertising.

The controversy will never end that has to do with the relative importance of copy and illustration. What an advertiser has to say would seem to be as vital as

*Any time
is
Meadowbrook
Time at
aristocratic
Santa Barbara*

To say that the Meadowbrooks are preferred at Santa Barbara is to say that it is the sport hat without a peer—for probably there is no place in America where quality and craftsmanship count more and price counts less than at this world-famous wintering place of the rich.

The makers of Meadowbrooks capture the world's notions for seasonable and styles. Then they add a dash of California sunshine—an artist's new touch in ornament, coloring or applique—just finally, for customer's sake, beautiful hand-made and design, as available as they are smart.

At those stores where you would expect to find the best.

SHAW-MCCORMICK CO. San Francisco
415 Market Street
SAVING HEAD STORE
4000 VERNON AVE
at the 3rd floor



BALANCE IS OBTAINED BY HAND-
LETTERING AT THE TOP OF THE
ADVERTISEMENT

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TO BE QUOTED

You Must Be Great—

or

You Must Be Interesting—

or

You Must Be Both!

A NATIONAL SERVICE

AND THROUGH THESE
UNUSUALLY EXTENSIVE
CIRCLES AND ARE
OF THE GREATEST VALUE
A SERVICE NOT ONLY
AND FROM THE OTHER
REMARKS.

"BE SURE IT'S HENRY"

UNUSUALLY EXTENSIVE
OLD RELIABLE

Henry Remick & Co.

PHONE CLEVER 6

14-15 SEVENTH AVE. NEW YORK

OUR READING LIST

WHICH IS A WELL KNOWN
OF REPUTATION, IN THE
AND THEIR OWNERS
AND THEIR OWNERS
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JULY 26, 1922

New York Herald,
390 Broadway,
New York City

Gentlemen:

An intensive survey conducted by this bureau for the month of June revealed 9,000 references made to five New York morning newspapers. Of this number, which included editorial references obtained from newspaper and magazine, "The Herald" was quoted 326 more times than its nearest rival as indicated below:

New York Herald	326 or 85.04%
"Times"	3, 344 or 8.66%
"World"	2, 211 or 5.26%
"American"	2, 186 or 4.65%

of the total.

To maintain the degree of service required by our thousands of clients, it is necessary for us to cover the representative press of the entire country and therefore "The Herald" can take a justifiable pride in appearing at the head of this list which indicates it is the most widely quoted newspaper published.

Very truly yours,
HENRY REMICK & CO.
Henry Remick & Co.

626/22

"The Most Widely Quoted Newspaper Published"

THE NEW YORK HERALD

Announcing Change in Size

With the issue of
September 9th, 1922, the

AMERICAN AGRICULTURIST

**will reduce its type page size
to 9½ x 13 inches deep, making
its agate measurement 728 lines**

After careful study, we are convinced that this is destined to be the standard size for state and sectional farm papers.

This change enables advertisers and agencies to include the AMERICAN AGRICULTURIST in schedules for page, half-page and quarter-page advertisements without the extra expense of preparing special copy or plates, as has been the case in the past.

The line rate remains at 75 cents, but prices for pages, half-pages and quarter-pages are reduced as follows:

Full page from \$600 to \$546

One-half page from \$300 to \$273

One-quarter page from \$150 to \$136.50

This reduction on a growing circulation in the most prosperous section of the country makes the AMERICAN AGRICULTURIST the most attractive buy in the entire farm field.

*Forms for the September 9th
number close on August 31st.*

AMERICAN AGRICULTURIST

Henry Morgenthau, Jr.
Publisher.

461 FOURTH AVENUE

NEW YORK, N. Y.

what he wants to show. To those who will always and persistently maintain that the "message is the thing," the bottom-position picture is a very nice adjustment of the problem.

Illustrations, in a nice way, take second position. They are explanatory and supplementary rather than dominant. They "come after," do not lead. First you talk about your product and then you show it, demonstrate it.

There appears to be, on the other hand, a more compelling reason to encourage this departure from the conventional in laying out an advertisement. We need variety, we have room for innovations. Anything, within reason, to give diversity to the physical aspects of advertising. If all illustrations are placed, with the same old arbitrary rule, in top position, then we shall have monotony, sameness, which tires the eye as well as the mind.

Merely observe a few homely regulations when you plan a bottom-position layout.

Where possible, allow some portion of the illustration to trail upward, either on the sides of the display or even through two side-by-side columns of text.

If figures are introduced, demand that their tendency be to "look up" and in the direction of the text.

Place an exceptionally vigorous drawn headline in top-position and give the letters strength.

Put "punch" and imaginative power into the wording of such headlines.

If you observe these suggestions the expert visualizer is inclined to tell you to go as far as you like.

With Cincinnati "Post"

B. F. Koons, Jr., has been appointed manager of the foreign advertising department of the Cincinnati *Post*. Mr. Koons was until recently editor and business manager of "Motour," published by the Cincinnati Automobile Club.

Easton, Pa., Club Elects

The Advertising Club of Easton, Pa., at its annual meeting on July 18, elected as president, P. N. Welsh; vice-president, John Hess; secretary, Harry Shampamore, and treasurer, John Mann.

Fire Extinguishing Companies Merge

A consolidation into one corporation of the Foamite-Firefoam Company, New York, and the O. J. Childs Company, Inc., Utica, N. Y., has been completed. The consolidated company will be known as the Foamite-Childs Corporation. The executive offices will be in Utica, N. Y.

The Foamite Firefoam Company manufactures chemical fire extinguishers, portable apparatus, etc., and the Childs company makes chemical and motor fire apparatus.

W. J. Childs, president of the Childs corporation, was elected president of the new company; F. M. Waters, vice-president; E. Janeway, secretary, and F. J. Maginniss, treasurer. James C. Patterson will continue as a director in full charge of sales. It has been announced that there will be no change in the sales policies of the consolidating companies.

F. J. Low Forms Advertising Agency

Frederick J. Low has resigned as vice-president of the Mutual Service Corporation, New York advertising agency, with which he had been associated for more than six years, and has organized an advertising agency under the name of the F. J. Low Company, Inc., with offices in New York. Mr. Low is president and treasurer of this new agency.

Among the accounts to be handled are: Chicago Fuse Mfg. Co., Chicago; Schaeffer & Budenberg Mfg. Co., Brooklyn, N. Y.; Boggs Mfg. Co., Atlanta, N. Y.; American Steam Gauge & Valve Co., Boston; Sarco Co., Inc., Junius H. Stone Corporation, The Fruit Auction Co., Whitley Exerciser Co., Hutcheson & Henderson, Inc., Crescent Belt Fastener Co., Merton Institute, Reinschild Chemical Co., and Harrison & Co., all of New York.

Safety Ladder Account with Dayton Agency

The Dayton Safety Ladder Company, Dayton, O., has selected The Geyer-Dayton Advertising Company, of that city, to handle its advertising and sales promotion work. Direct mail, newspaper, vocational, and national periodicals will be used.

The Peerless Paper Company, Dayton, has also chosen the Geyer-Dayton agency to handle its advertising.

Philadelphia Advertising Women Elect Officers

The Philadelphia Club of Advertising Women has elected Katharine Flanagan, advertising and assistant sales manager of the La France Mfg. Co., president; Helen Campbell, vice-president; Martha Shade, treasurer; corresponding secretary, Elsa Raetzer, and recording secretary, Minnie Sweeting.

Selling Hair Pins in a Bobbed-Hair Market

Pacific Novelty Company Makes Hair Pins Its Leader and Finds a New Retail Outlet

By Roland Cole

ONE of the reasons why there are such things as summer slumps and seasonal valleys on the yearly sales chart in many lines of business is because the men at the head of such businesses are not doing a good job of selling. For the most part they are failing to grasp one of the important functions of advertising—its power to act like the stabilizer of an airplane and maintain equilibrium under all conditions of the changing air currents of popular demand.

There is a certain manufacturer of hardware whose name and goods are known around the world. When the building slump was enjoying a great deal of popularity about a year ago this concern stopped advertising, closed its factory for a two weeks' period and showed as plainly as it could that it believed the end had come. Its dealers were not buying, so the company declined to keep on soliciting them. After the shut-down it started its factory again very slowly, employing as few men as possible and making as little goods as possible.

Today the whole situation has changed. For months this factory has been working full time; it is frantically trying to catch up with orders; it is unable to hire people enough—the employees released during the slump have gone into other work—and the company keeps on deferring the resumption of its advertising, fearing it will only complicate a chaotic situation.

Yet this concern is one of the oldest and biggest in its line. If the company had had the wisdom to keep its factory going during the slump, it would not now be short of goods. Had the officers of this company been better sales-

men and known more about advertising, the pre-slump, slump and post-slump periods would not have been so bad or so protracted.

No business can be certain of unbroken fair business weather year after year. The wise farmer knows that nature is wiser than he is and learns to work with her—not in spite of her.

Corset manufacturers have had to learn this lesson. The concern that learns to sell scientifically, and that includes advertising, not only safeguards its own business against popular prejudice or a slump, but, making a good product, it does the consumer a service as well.

The bobbed-hair craze is another thing that has worked injury along with good. A craze is like a peak in the sales chart—certain to be followed by a valley. Let no one condemn crazes as unadulterated evils, because, in a way, they are proof of the potency of advertising. They are a reason why advertising is the power it is and why many concerns that have never advertised have been neglected by the greater public and are unknown outside of their narrow fields.

APPEARED TO BE HARD SLEDDING FOR
HAIR PINS

Hair-dressing establishments and barbers are among those who have benefited most as a result of the bobbed-hair craze, as well as many girls and women with whom the style agrees from the point of view of personal appearance or health. Among those who have not benefited are the manufacturers of hair pins and ornaments, hair-nets, millinery and quite a number of merchants whose stores are not frequented so much as they used to be when the bobbed-hair crowd had more

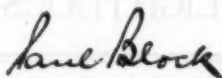
PICTORIAL REVIEW

The A. B. C., in their recent Audit of Pictorial Review, showed that for the last three months of 1921 Pictorial Review led its nearest contemporary by over 36,498 copies per month.

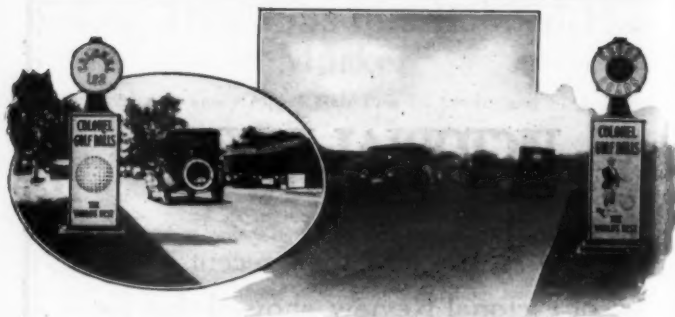
However, eliminating all foreign circulation and considering only United States circulation, Pictorial Review led its nearest competitor by 123,164 copies per month.

PICTORIAL REVIEW

First Among Women's Magazines



Advertising Director



"Colonel" Highway Lighthouses

Colonel Golf Balls, the World's Best, made a birdie. Here's how:

The problem was to place appropriate outdoor advertising near golf clubs and on restricted roads leading to country clubs.

A straight drive was made for "Colonel Highway Lighthouses." Now a strong group of Colonels is on the roads.

Fore! You can make a birdie today by writing on your letterhead for a copy of "Outdoor Individuals" by W. Hoyt Livingston. Tells the story of

HIGHWAY LIGHTHOUSE ADVERTISING



HIGHWAY LIGHTHOUSE COMPANY

Plant and Laboratories
ELIZABETH, NEW JERSEY

Master Builders of Lighthouses for a Quarter Century

things to buy in stores. Moreover, short hair has not proved an unmixed blessing for many women.

Edgar B. Goldstein, vice-president and sales manager of the Pacific Novelty Company, maker of Perfection Hair Pins, hair ornaments and other toilet articles, said:

"I have interviewed a number of women on the subject of the

craze has about spent itself, and that not all who bobbed will bob again.

"As a result of the craze our hair-pin business suffered a falling off of between 15 and 20 per cent, which has been somewhat compensated for by increased sales of a number of hair ornaments used with bobbed hair, such as barrettes and top combs.

"It will probably interest you to know that we have planned and are now running a campaign of advertising in an extensive list of business and women's publications on our Perfection Hair Pins which we believe is the principal reason why our business as a whole is showing a return to better sales."

The campaign referred to by Mr. Goldstein embraces a number of features that will prove interesting to other manufacturers who have families of products subject to off-seasons or liable to be unfavorably affected by the gusts of popular demand in the direction of new or alternative products.

The Pacific Novelty Company, of New York, manufactures an extensive line of viscoloid articles, including Perfection Hair Pins, which article is merely one line of a very extensive range of hair pins that retail at from five to twenty-five cents a package. The company also makes a complete line of hair ornaments (both plain and ornamented), dressing combs, toys, dolls and imitation ivory toilet articles.

For many years the company has enjoyed an excellent business with this extensive line of goods, selling through jobbers and department stores. It has at present a force of about twelve traveling men working out of New York City and covering the United States.

Advertisers in business papers for a number of years, the company has not until this year undertaken a national campaign to the consumer. The present campaign is concentrated upon one article—Perfection Hair Pins—not because the company feels it can secure all the hair-pin business of the country, which might



PERFECTION
HAIR PINS
All that the name implies

All sizes
All shapes

25¢ the box

If not at your dealer's, send his firm name and 25c for sample package. Specify size and style.
 2 1/2 in.—18 pins in box—crimped—The Midget
 3 in.—18 pins in box—loop, crimped, boldfast, or square—The Staple
 3 1/2 in.—9 pins in box—loop, crimped, boldfast, or square—Large size

PACIFIC NOVELTY CO., 41 E. 11th St., N.Y.

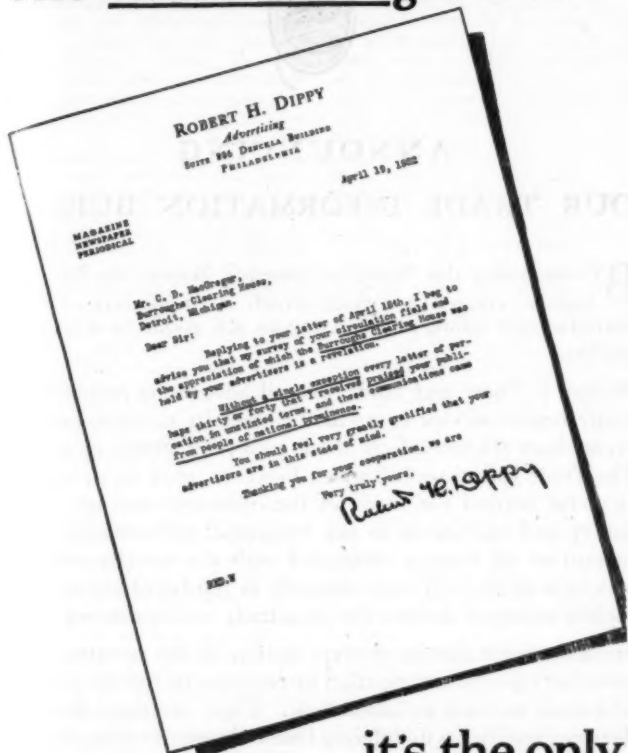
ADVERTISING THE LEADER TO CONSUMERS

benefits and disadvantages derived from bobbing the hair and I find that from the standpoint of the average woman who has bobbed her hair the advantages and disadvantages are about equally balanced.

"On the one side, working girls and women say it saves them from fifteen to thirty minutes in the morning, where with long hair they had to spend that much time in combing out and doing up their hair before they went to work. On the other side, few of those who bobbed have fluffy or curly hair, and as a consequence spent the same amount of time crimping, curling and frizzing. Nor is that all, for bobbed hair must be periodically trimmed, and to this process is being added shampooing and henna-izing, until the tariff is more than many working girls can bear.

"According to my observation, therefore, I think the bobbed-hair

The Underscoring is Ours—



it's the only
thing we could add
to this letter

The Burroughs Clearing House

The Burroughs Publications

Published by the Burroughs Adding Machine Company, Detroit, Michigan



ANNOUNCING OUR TRADE INFORMATION BUREAU

BY organizing the Trade Information Bureau we have, we believe, created a service which is of interest to every manufacturer selling or expecting to sell goods to a national market.

Walter B. Snow and Staff—like all advertising agencies that really render service to a client—bases its recommendations on analyses of known facts about each product and its market. The Trade Information Bureau, however, puts us in position to go far beyond the scope of the ordinary, abstract market survey and enables us to get first-hand, authoritative information on all matters connected with the merchandising of articles sold through such channels as hardware stores, automobile accessory dealers, the drug trade or department stores.

From the trade centers of every section of the country, correspondents give us information in response to specific inquiries addressed to them as individuals. These correspondents are dealers—merchants in different lines of business—who, through their intimate relation with consumers and manufacturers, are in an ideal position to know what their customers want in the various lines, and the local conditions and peculiarities in points of view, interest and competition.

The Trade Information Bureau is maintained as part of the service available to regular clients of this organization and to other manufacturers who seek impartial, unbiased, first-hand information as an aid in determining what should be done to better merchandise their products.

WALTER B. SNOW AND STAFF
Advertising

60 HIGH STREET • BOSTON • MASS.

In launching the campaign, the company's first step was to dignify the article. This it did by designing an attractive counter display cabinet for the retailer. The cabinet is about fourteen inches wide, eighteen inches high and six or eight inches deep. It is surmounted by a framed sign bearing the name "Perfection Hair Pins," and the price.

With each order for four dozen boxes of Perfection Hair Pins, the retailer receives one of the cabinets free. It contains an assortment of pins in four different sizes—two and one-quarter-inch, three-inch, three and one-half inch and four-inch.

The cabinet accomplishes three important purposes: it gives the business-paper advertising something new to talk about (this is of large importance in a field like hair pins, where the trade is unaccustomed to look for startling innovations); it lifts the humble hair pin above the level of its surroundings and gives it a definite place on the merchant's counter, and it is good looking enough to attract the customer's attention; it makes it possible for the company to seek hitherto untold retail outlets, such as drug stores, which without the cabinet would not be considered a good place to offer hair pins for sale, as there is no way of displaying or stocking them.

Announcement of the national campaign to the consumer was first made in the business-paper advertisements, under the heading, "What's this I hear about the Perfection Hair Pin?" The copy, in part, told of the consumer campaign:

Yes, sir; it's actually true. The famous "Perfection" Hair Pin is setting out to make itself the great American Hair Pin. It is advertising itself in the biggest women's magazines, beginning right now.

It is putting the "Perfection" package so vividly before the women of this country that it will soon be the only hair pin they'll recognize. Do you know what that will mean to you, Mr. Dealer? It will mean that nine million women want the Perfection Hair Pin.

Nine million women are to know that the "Perfection" Hair Pin may be had in all sizes, all shapes, for twenty-

five cents—that they're in every way the most desirable hair pins on the market.

In addition to the foregoing copy an illustration of the cabinet appears with a detailed description of its contents. Full-page space is used in papers in the drygoods field, notion and novelty, hair dresser, and so forth. In drug papers the "Perfection" and "Imperial" brands of hair pins are both featured, the latter being a ten-cent pin.

SMALL-SPACE ADVERTISEMENTS

Copy in the women's magazines features only the leader—"Perfection." These advertisements are single-column size, with illustration of the package in reverse plate, name and price very prominently displayed. Above the picture of the box appears "Perfection Hair Pins—All that the name implies," while below it reads "Twenty-five cents the box; all sizes; all shapes."

The copy is brief: "If not at your dealer's, send his firm name and twenty-five cents for sample package. Specify size and style." This is followed by a description of each size and the signature and address of the Pacific Novelty Company.

Perfection Hair Pins were selected as the leader because they represent a quality item in the company's line and because they have been sold extensively for the last ten years to many large retail and wholesale dry goods houses throughout the United States. The business has shown a steady growth, and for that reason the advertising campaign will work against the least resistance.

Are there not a number of other manufacturers who, having forks to sell when people want to eat soup, might with the help of advertising persuade at least a few of them to buy forks and enjoy an occasional change from a soup diet? If one company is finding it profitable to launch a campaign on hair pins in a bobbed-hair market, perhaps advertising would prove equally effective in changing adverse conditions for concerns in other fields.

What I Think about What You Sent Me This Week

Right and Wrong Ways of Handling a Manufacturers' Sales Promotion,
as Seen by the Department-Store Buyer

By Edgar H. Plummer

Buyer, A. Steiger & Company, Holyoke, Mass.

ALMOST every manufacturer is interested in selling the department-store trade because of the volume of business possible, the frequent advertising value of having a product identified with a well-known department store and the fact that when the manufacturer makes a sale he is almost invariably sure to get his money promptly.

My job is to purchase merchandise which will sell quickly at a profit. Like most fellow buyers, it is up to me to show a substantial increase each year for each department. The term "buyer" is really out of date now, for the present department-store buyer is, in fact, a retail sales manager, with selling, not buying, as his chief problem. Please keep this in mind. It is important. I might insert, parenthetically, that my buying is for leather, drug and toilet goods and notions departments and, consequently, I have had a chance to study, from the buyer's side of the fence, the sales-seeking methods of both advertisers and non-advertisers.

Every day brings to my desk its inundation of sales-promotion efforts of manufacturers. In this article, I shall endeavor to point out which of these I consider "duds" and "horrible examples" and which I consider especially effective from the standpoint of the manufacturer who wishes to make more of his department-store sales. From contact with other buyers, I believe that what is here recorded is typical of what most of them would tell manufacturers.

My prize "horrible" in this week's mail is this one:

Gentlemen:

We have taken the liberty of sending you 150 bags which we are closing out

at the ridiculous price of \$12 per dozen to make room for our new fall line, which is coming through at the present time.

We feel confident that you can dispose of these goods quickly and at a profit.

We have also set aside for you an additional 300 pieces, as we feel confident that you are bound to come back with a re-order. However, we would be pleased to have you advise us upon receipt of this merchandise, at your earliest convenience, whether or not you can use the balance of these goods.

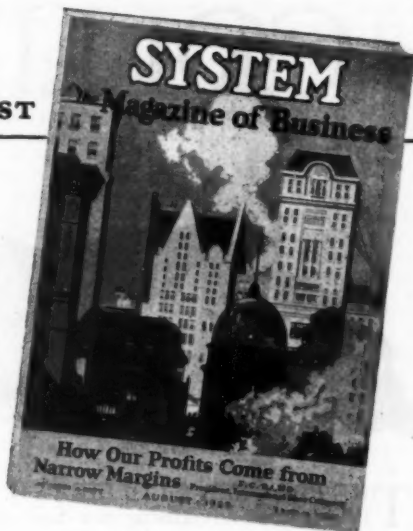
This shipment of merchandise came in before the letter so, not knowing what it was, we were forced to pay \$5 in express charges. Upon finding out that the goods had been shipped without our order, we immediately boxed them up and sent them back to the manufacturer, charging back the cost of the express already paid to the express company.

Now, the bags might have been sold by us as a suitable Saturday "special," if we had ordered them from a salesman or by mail. But department stores absolutely frown upon having goods sent without explicit orders; otherwise, we would all be so flooded and bothered that we could not do business. Yet some manufacturers, toilet goods houses in particular, every now and then try to do this, thereby wholly killing any good-will we might have for their merchandise.

NOT AN IMPRESSIVE ARGUMENT WITH DEPARTMENT STORES

Another manufacturer, in a very self-satisfied tone, attempts to impress me by giving a list of department stores which sell his product. This carries little weight because it is figured that any department store could give a sample order, as is customary on a new item, without any material significance to other department-store buyers.

In
AUGUST



“How Our Profits Come from Narrow Margins”

F. C. RAND
President, International Shoe Company

At **newsstands**

25 cents

PROCTER & COLLIER



The new Procter & Collier building

THE PROCTER & COLLIER CO. does not believe that advertising can do it all. This is why advertising prepared by Procter & Collier does so much.

The Procter & Collier Co. not only insists that all advertising be an integral part of a practical merchandising plan, but considers the development and direction of such a plan a regular part of its service to the advertiser.

Present advertisers who have not cashed in on advertising as they should, and prospective advertisers who are now debating how they should invest their advertising money to best advantage, will find it extremely interesting to hear the history of the business growth of various Procter & Collier clients through this sound merchandising and advertising counsel, and their comments on the Procter & Collier complete system of service.

THE PROCTER & COLLIER CO.

Advertising • Merchandising • Printing
CINCINNATI

As I glance through the run of the mail for a week, I observe there are still too many "beg to advise," "trust to hear," "herewith," "beg to remain" and similar stereotyped phrases, although these missives are becoming rarer all the time.

A Providence jeweler quotes wholesale prices on barrettes and bar pins. We have never found it wise to buy jewelry "sight unseen," so he must not be disappointed if an order from us fails to materialize. If he were selling standard, known goods, the story might be different.

All of the manufacturers' return cards and special order blanks, including those cards which are stamped, are wasted on the department-store buyer, for almost without exception he is required to use the store's own special order blank, which gives an order number and provides a record.

In one piece of printed matter I saw a little while ago, there was a drawing which was a direct "steal" from a famous painting used by another firm in national advertising. I follow current advertising campaigns closely, for I know from experience the bearing which a national campaign often has on our store's sales. It may well be imagined that the concern which stooped to the larceny of the other firm's work dropped low in my estimation.

Having released these observations from my system, let us consider those sale-promotion methods which, from my side of the fence at least, have the earmarks of being particularly successful in boosting the manufacturer's department-store business.

FIGURES, SHOWING PROFITS AND SALES, ALWAYS ACCEPTABLE

The plan to which I award first prize is that used by several manufacturers in the notions field. When we receive a letter which shows, all carefully figured out, what our percentage of increase for the manufacturer's product has been this year over last year, and back each year we handled the line, what the amounts of the sales were

and what we ought to do the coming year, we take notice.

Buyers are so accustomed to thinking in figures that this has a highly effective appeal. It also hits at the buyer's pride in increasing sales, reinforces in his mind the conviction that the product is a good one, and gives him a definite mark to aim for. The same thing may be done for all the other department stores throughout the country, but the fact that the manufacturer has taken the time and interest to figure out these percentages creates an invaluable good-will, which makes for bigger purchases. I know of one instance where the sale of an item jumped from \$400 a year to \$1,100, to no little extent due to this idea.

If mail is addressed simply to the department store, it is opened at the main office and later comes to the buyer, who is apt to look it over casually, compared to mail which is addressed to him personally and which comes through to him unopened. It is a sound bet for a manufacturer to have his salesman get the correct name of the buyer as early as possible, and see to it that it is kept correct on the mailing list. The communication, too, which has something about it that indicates that it was especially written to the buyer gets the most attention.

When the manufacturer obtains an order, he has an unexcelled opening to build good-will, help his road men and pave the way for both repeat business and the sale of additional items later. A number of progressive manufacturers are doing this, but many more, who could, are letting a valuable advertising opportunity, which does not cost a lot, go by the board.

In its way and properly handled, this type of letter is as good as a salesman's missionary call. Since it acknowledges an order, usually, it automatically is certain to be read where an out-and-out form letter wouldn't be. It affords a chance to get in selling talk at what might be called the psychological time.

Another way for a manufacturer to stir up some orders is to write

to a buyer the right kind of a letter about an article which the store formerly bought and which may have been overlooked and allowed to run down. This, if tactfully done, shows an interest in the department's own problems which is appreciated. It may be used for advertised and unadvertised products alike.

The maker of a snap fastener, for instance, writes, stating the price at which he sold us a specific brand in 1919, describes the product and gives the price which he can let us have the article for this year. He suggests as an alternative a higher priced fastener with a better finish and he explains the minimum amount per six months on this item that he can handle. This appeals to the department-store buyer, chiefly because it is concrete and because it ties up closely with his interests. The Wilson Fastener Company of Cleveland sends us regularly a reprint of a page of current advertising attached by a clip to a short multigraphed four-paragraph letter. The regularity with which this has been done has led us to look forward to its receipt.

The first of each year the company which manufactures our largest selling dental cream writes us a letter, which runs two pages, on the company's programme for the forthcoming year, especially in work to dentists and physicians, educational work, sampling and window displays. I find myself taking a much keener interest in communications from firms whose lines are big sellers with us than in unknowns. This same firm always acknowledges each order in a short, courteous letter, of which one paragraph is devoted to selling talk about the company's advertising efforts in our territory.

The manufacturer of a trade-marked rubber cap sends a piece of printed matter designed to draw orders direct. The printed circular shows the carton as it will look on the counter, how the caps appear on men and women, and gives specific details about the product. In a box prominently displayed, it says:

\$95 PROFIT ON AN INVESTMENT OF \$85	
1 gross caps, retailed at \$1.25 each	\$180.00
Cost of 1 gross caps at \$8.00 per dozen, less 10%	\$86.40
2% discount for 10-day remittance	1.73
Net cost	\$84.67
	84.67
Profit	\$95.33

This gave the gist of the proposition at a glance and showed at what price the department store could afford to sell, if it desired to retail the product at a lower price. It must be kept in mind, however, that the buyer has so many opportunities to purchase through salesmen and on his trips to the buying centres that a great many direct orders should not be looked for from the sales promotion work, which should be planned, instead, to make it easier for the salesman and to build good-will for the house.

The greater evidence on the part of manufacturers that they know our problems and our way of thinking, the more their sales promotion will actually promote sales. Let me illustrate by this letter from Madame Berthe, New York City, manufacturer of Zip, a toilet goods product:

GENTLEMEN:

Let me tell you a secret about R. H. Macy & Co. here in New York.

It will take you only a minute, and it will mean hundreds of dollars to you in Holyoke.

Recently Macy's have been ordering a gross of Zip every few weeks. The sale of a gross of Zip means a profit of approximately \$288 for the dealer. Naturally, I was interested in finding out how they disposed of this quantity, for I had no special local advertising campaign running outside of my regular advertising in the more than fifty women's national magazines.

I stepped into the store one day to find out. There was nothing particularly out of the ordinary. Finally I inquired and this was the answer: "That small display seems to pull marvelously; small and neat, yet so attractive!"

But that's the secret.

Steiger & Co. should not be losing any sales. May I send you one of these small displays?

Sincerely,

MADAME BERTHE.

Notice the two points at which the name of our company and of
(Continued on page 125)

Would You Like to Receive the Printers' Ink Compilations Regularly?

THEY are lists of the articles appearing in the **PRINTERS' INK** Publications on various merchandising topics and commodities. Each provides the titles of the references, dates of issues and page numbers on which they may be found.

Two Compilations are released weekly. One deals with a sharply defined selling subject; the other pertains to some specific article of merchandise.

They are being sent regularly to a special mailing list maintained by our Research Department. Your name will gladly be added. There is no charge for the service. It is merely an effort on our part to make more accessible to you what **The PRINTERS' INK** Publications have published.

Here is what a few manufacturers and advertising agents were good enough to write us about the plan.

KOHLER COMPANY Kohler, Wis.

We have noted the information in your issue of June 29 relative to the **PRINTERS' INK** compilations. If we may have these lists as they are published, we shall be very glad indeed to file them as a reference library, and believe that they will from time to time be useful to us.

KOHLER COMPANY.

KELLY-SPRINGFIELD TIRE CO. New York

We have no doubt in the world but what the compilation of data appearing in your publications from week to week would be of unlimited value in this Department. Consequently we would ask that if you will be so kind as to place our name on your list.

KELLY-SPRINGFIELD TIRE CO.

THE UPSON COMPANY Lockport, N. Y.

Will you please send us all the **PRINTERS' INK** compilations which have been issued to date, as well as place us on the mailing list to receive all that you issue in the future?

I have almost a complete file of **PRINTERS' INK** for the past twenty-five years. I know that this business library contains a gold mine of information, but unfortunately it is difficult to locate the gold nuggets in it. Therefore your action in issuing compilations or bibliographies constitutes a most desirable

service to subscribers. You will recall that several years ago I suggested, probably among hundreds of others, that this be done.

W. H. Urson, Jr.

ERWIN, WASEY & COMPANY Chicago, Ill.

We noticed in the June 29th issue reference to **PRINTERS' INK** compilations, as covered on pages 105 to 108.

We would very much like to be placed on your mailing list for the complete file of these compilations. This information will no doubt prove very valuable to all of us.

ERWIN, WASEY & COMPANY.

THE FLEISCHMANN COMPANY New York

We would be interested in receiving the **PRINTERS' INK** Compilations as soon as they are prepared by you.

We find these of great value to us and do not want to miss any that you might publish.

THE FLEISCHMANN Co.

CALKINS & HOLDEN, INC. New York

Please put Calkins & Holden on your mail list to receive **PRINTERS' INK** Compilations. I had not noticed this before, but I have been calling upon you for such lists at regular intervals, and with great benefit. I have had occasion within a week to use two lists.

EARNEST ELMO CALKINS.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
East Pittsburgh, Pa.

We shall appreciate being placed on your mailing list to receive the PRINTERS' INK compilations, as mentioned in your advertisement in the June 29th issue of PRINTERS' INK.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY.

THE NARROW FABRIC CO.
Reading, Pa.

We will appreciate it, if, in accordance with your offer on page 108 of the June 29, 1922, issue of PRINTERS' INK, you will place our name on your mailing list to receive the PRINTERS' INK Compilations.

THE NARROW FABRIC COMPANY.

STREET & FINNEY
New York

We shall be very glad indeed to receive reprints of the bibliographies appearing in PRINTERS' INK.

We have always found the data in your publications extremely valuable in our research work.

STREET & FINNEY.

GUNDLACH ADVERTISING AGENCY
Chicago, Ill.

We noticed your advertisement about PRINTERS' INK Compilations in the last issue.

We shall be glad to be put on the list to receive these compilations as they are issued.

GUNDLACH ADVERTISING AGENCY.

MOLINE FLOW COMPANY, INC.
Moline, Ill.

The writer will be very glad, indeed, to receive PRINTERS' INK compilations as they are prepared, and as per your advertisement on pages 105 to 108 in the June 29 issue.

MOLINE FLOW COMPANY, INC.

UNIVERSAL PORTLAND CEMENT CO.
Chicago, Ill.

We should like very much to receive the reprints of bibliographies appearing in PRINTERS' INK from time to time, whenever they are ready for distribution.

UNIVERSAL PORTLAND CEMENT CO.

GENERAL CIGAR COMPANY
New York

We would be very glad indeed to have you place our name on your mailing list for reprints of bibliographies appearing in PRINTERS' INK from time to time.

GENERAL CIGAR CO., INC.

FERRY-HANLY ADV. COMPANY
New Orleans, La.

Please place us on your mailing list to receive the PRINTERS' INK Compilations.

FERRY-HANLY ADVERTISING CO.

HARRY J. WENDLAND CO.
Los Angeles, Cal.

We shall be pleased to receive the PRINTERS' INK Compilations as soon as they are prepared.

Of all the advertising publications we receive and the service bureaus helps that we make use of, PRINTERS' INK gets our first and last call.

You are giving a new meaning to that grand, good word, SERVICE.

HARRY J. WENDLAND COMPANY.

INDUSTRIAL WORKS
Bay City, Mich.

We would appreciate being placed on your mailing list to receive reprints of bibliographies of articles published in PRINTERS' INK. We would appreciate receiving copies in duplicate if at all possible.

INDUSTRIAL WORKS.

THE VULCAN SOOT CLEANER CO.
Du Bois, Pa.

I shall appreciate it very much if you will put my name on your mailing list to receive the PRINTERS' INK Compilations as they are issued.

THE VULCAN SOOT CLEANER CO.

C. C. WINNINGHAM
Detroit, Mich.

We have received from you one or two of your PRINTERS' INK Special Service bulletins which gives an itemized list of articles published in PRINTERS' INK with reference to issue, etc. Will you kindly see that in the future we are supplied with all of these reports for our files.

C. C. WINNINGHAM.

D'ARCY ADVERTISING CO.
St. Louis, Mo.

We shall certainly appreciate your placing our name on your mailing list to receive reprints of PRINTERS' INK compilations or other articles as they appear.

While we keep a complete file of PRINTERS' INK and clip each issue carefully, nevertheless we find additional copies to be of great assistance.

D'ARCY ADVERTISING COMPANY.

JOHN LUCAS & COMPANY, INC.
Philadelphia, Pa.

Will you please place the writer's name on your files for the receipt of your compilations?

JOHN LUCAS & COMPANY, INC.

CHARLES A. HALL COMPANY Omaha, Neb.

It has been said that business failure is often the result of trying to follow the footsteps of the firm ahead—but it is my firm conviction that more businesses fail as a result of not watching the steps of the other fellow rather than failing because of copying him.

Hence the **PRINTERS' INK** Compilations you advertise in the June 29 issue are wanted by this office. They will be of great aid to us—and to clients. Never an issue passes but what we send clippings from it to a client or a firm which will eventually be a client.

May we be put on your list to receive the compilations?

CHARLES A. HALL Co.

FIREPROOF PRODUCTS CO., INC. New York City

Referring to the article on page 105, of the June 29th issue, we would like very much to be placed on your list to receive any **PRINTERS' INK** Compilations.

The idea appeals to us and if you would be good enough to address the communications to the writer personally, we will be very grateful to you.

THE FIREPROOF PRODUCTS CO.

THE A. I. ROOT COMPANY Medina, Ohio

Will you kindly place this company on your mailing list of **PRINTERS' INK** Compilations?

THE A. I. ROOT COMPANY.

THE HILL-WINSTEIN COMPANY New York

I shall be pleased to have you put my name on your mailing list to receive **PRINTERS' INK** Compilations.

HARRY J. WINSTEIN.

LANDAY BROS. New York

We shall be greatly pleased to receive reprints of the bibliographies appearing in **PRINTERS' INK**.

Kindly place us on your mailing list.

LANDAY BROS.

THE FOX FURNACE COMPANY Elyria, Ohio

Will greatly appreciate your adding my name to your mailing list to receive **PRINTERS' INK** Compilations.

I can't imagine anything that would be of greater service to one building a data file.

THE FOX FURNACE COMPANY.

PHOENIX MUTUAL LIFE INSURANCE CO. Hartford, Conn.

We value the bibliographies which appear in **PRINTERS' INK** and shall greatly appreciate it if you would add our name to your list

to receive them after they are re-published.

PHOENIX MUTUAL LIFE
INSURANCE CO.

ACME STEEL GOODS COMPANY Chicago, Ill.

Will you kindly place our name on your mailing list to receive all compilations which you issue from time to time. We have requested such at various times in the past and have certainly appreciated your fine co-operation.

ACME STEEL GOODS COMPANY.

THE KANT-SKORE PISTON CO. Cincinnati, Ohio

Please place me on your mailing list to receive reprints of compilations appearing in "**PRINTERS' INK**" from time to time.

THE KANT-SKORE PISTON CO.

THE WM. N. ALBEE COMPANY Detroit, Mich.

We should appreciate very much having our name placed on your complimentary mailing list to receive reprints of the bibliographies which appear in **PRINTERS' INK** from time to time.

THE WM. N. ALBEE COMPANY.

DANIEL E. PARIS Boston, Mass.

We shall be most pleased to be put on your mailing list to receive the **PRINTERS' INK** Compilations as offered in your June 29 issue.

Allow us to add our congratulations to this new move of yours. We shall certainly appreciate having so valuable a reference right at hand.

DANIEL E. PARIS.

THE EUGENE MCGUCKIN CO. Philadelphia, Pa.

At irregular intervals we have received bibliographies from your Research Department of a nature similar to those sent out under date of May 11 and June 10.

These bibliographies have proven useful in the preliminary phases of work, yet we are not certain that we have received every issue. We would, therefore, appreciate a verification of your mailing list to insure receipt of all such lists and reprints.

THE EUGENE MCGUCKIN COMPANY.

CROESBECK, HERN & HINDLE, INC. New York City

I have just noticed your advertising regarding **PRINTERS' INK** Compilations. Would you please arrange to add our name to the list to receive these reprints from time to time?

May I state that I think this is a big step in the right direction and one that will be appreciated by the advertising agents and advertisers.

J. C. HINDLE.

In addition, the following advertising agents have requested us to send them the PRINTERS' INK Compilations as issued:

THE PROCTER & COLLIER CO.
F. J. ROSS COMPANY, INC.
MAC MARTIN ADVERTISING AGENCY
LAMPORT-MAC DONALD CO.
DUNLAP-WARD ADVERTISING COMPANY
WALES ADVERTISING COMPANY
SIDENER-VAN RIVER ADV. CO., INC.
THE FRED M. RANDALL CO.
THE CONOVER-MOONEY CO.
RICKARD & COMPANY, INC.
THE H. J. McCANN COMPANY, LTD.
MCJUNKIN ADVERTISING CO.
BETTING-THOMPSON-MADDEN, INC.
N. W. AYER & SON
THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
H. E. LESAN ADVERTISING AGENCY
WM. H. RANKIN COMPANY
THE ERICKSON COMPANY
THE GREEN, FULTON, CUNNINGHAM CO.
MOSER & COTINS
DOMINION ADVERTISERS, LTD.
THE HOUSE OF HUBBELL
WM. T. MULLALLY, INC.
CAMPBELL, TRUMP & COMPANY
THE LEE E. DONNELLEY CO.
ARNOLD JOHNS COMPANY
THE FARRAR ADVERTISING CO.
HUBER HOGUE, INC.
THE THOMAS ADVERTISING SERVICE
BARTON, DURESTINE & OSBORN, INC.
BERRIEN COMPANY
BURNS-HALL ADVERTISING AGENCY
THE CHAMBERS AGENCY, INC.
THE E. H. CLARKE ADVERTISING AGENCY
CRAMER, KRASSKELT CO., INC.
ROBERT H. DIFFY
DONOVAN-ARMSTRONG
EVANS & BARNHILL, INC.
THE FIELD ADVERTISING SERVICE
FOX & MACKENZIE
CHARLES H. FULLER & CO.
THE GEYER-DAYTON ADVERTISING CO.
GREEN, LUCAS CO.
STANLEY E. GUNNISON, INC.
HANFF-METZGER, INC.
W. S. HILL COMPANY
HONIG-COOPER COMPANY
HOYT'S SERVICE, INC.
JOHNSON READ & CO.
GEORGE BATTEN COMPANY
BROOKE, SMITH & FRENCH, INC.
CAMPBELL-EWALD CO.
THE CHARLES ADVERTISING SERVICE

S. A. CONOVER COMPANY
CHAS. H. DENHARD & COMPANY, INC.
DOLLENMAYER ADV. AGENCY, INC.
GEORGE W. EDWARDS & CO.
FEDERAL ADVERTISING AGENCY, INC.
FLOYD SHORT & PARTNERS, INC.
ALBERT FRANK & COMPANY
FULLER & SMITH
J. J. GIBBONS, LTD.
THE GREENLEAF CO.
HANCOCK PAYNE ADVERTISING ORGANIZATION
HAWLEY ADVERTISING CO., INC.
HUBER HOGUE, INC.
E. T. HOWARD COMPANY, INC.
JAMES ADVERTISING AGENCY
THE RALPH H. JONES CO.
KLING-GIBSON CO.
McCONNELL & FERGUSON, LTD.
MASSENGALE ADVERTISING AGENCY
THE BYRON G. MOON COMPANY, INC.
CHARLES F. W. NICHOLS COMPANY
GEORGE HARRISON PHELPS, INC.
THE POTTS-TURNBULL CO.
PRAIGG, KISER & COMPANY
THE RICHARD S. RAUH COMPANY
JOSEPH RICHARDS COMPANY
THE PHILIP RITTER CO., INC.
RUSSELL M. SEEDS COMPANY
SHERMAN & LEBRAIR
SIMPSON ADVERTISING SERVICE CO.
SMITH, McCRODY & COMPANY
STAPLES & STAPLES, INC.
J. WALTER THOMPSON CO.
VANDERHOOF & COMPANY
EDWIN BIRD WILSON
THOMAS F. LOGAN, INC.
A. MCKIM, LIMITED
HARRY C. MICHAELS CO.
HERBERT M. MORRIS ADVERTISING AGENCY
O'CONNOR-GROSSE
PORTER-EASTMAN-BYRNE CO.
JOHN O. POWERS COMPANY
FRANK PRESBREY & COMPANY
E. F. REMINGTON AGENCY
THE-RICHARDSON-BRIGGS COMPANY
FRANK SEAMAN, INC.
SHERIDAN, SHAWHAN & SHERIDAN, INC.
FRANKLIN P. SHUMWAY CO., INC.
SMITH, DENNE & MOORE, LTD.
WALTER B. SNOW & STAFF
STAVRUM & SHAFER, INC.
TURNER-WAGENER CO., INC.
WILLIAMS & SAYLOR, INC.

To insure receiving each Compilation as soon as it is issued, you should have your name placed on our mailing list. File each compilation when you receive it and before long you will have available for immediate reference an invaluable library dealing with the current problems of advertising and selling.

THE PRINTERS' INK PUBLICATIONS

Research Department

185 Madison Avenue

New York City

our city were brought in. In mentioning R. H. Macy in this rather adroit way, every buyer's attention was pulled, for what Macy does is of interest throughout the country and the context showed that this was not a sample order. Further, what was said in relation to a display ties up with our experience, which is that a display will sell more goods than sampling and many other retail devices. This I consider one of the best sales letters I have received.

The question of mailing samples to buyers is one which evidently is giving many manufacturers thought. The buyer heartily approves of this, for it enables him to see and feel the merchandise as it is—just as he would if a salesman were showing it to him.

Here is the way the Gilman B. Smith Company, over the signature of L. W. Duesing, the sales manager, did it recently, with a sample of the firm's new neckband attached by a clip to the letter:

Thank you for your order for neckbands. This order is going forward as per your instruction.

Why don't you carry a little better band than No. 53 for those of your customers who want something better?

No. 42 is by far the biggest selling number in our line and is one you could do much with if you carried it. A sample is enclosed. Note the extra stitching through the centre—note the extra stitching under the back button-hole and the finer quality of material.

No. 42 has the added advantage of being the only neckbands made in quarter sizes—from 14¼ to 17¼.

Don't you think many of your customers would prefer this band to a plain one? And now that you can sell it at two for 35 cents, or 18 cents each, you have the advantage of getting a larger sale and of most times selling two bands instead of one.

Try a small assortment of this better band. It means only a few dozen and a very small investment. You will be surprised at the results you will get. Price only \$16.50 per gross.

We have not yet bought, but we are "sold" and will add this number in due time.

But the letter which I shall keep, when many others of the week's mail have arrived in the waste basket, is just a plain, unassuming one. It is written in longhand in a round, honest fashion—the only letter in longhand in the whole

week's mail. It is written by a young man who has been courteous, persistent, who has studied our needs closely, who has shown himself thoroughly honorable in his dealings with us, who has not tried to overload us but who has handled us as he would want to be handled, and who has not been afraid of mixing a little human friendship with business. He is just opening up "on his own" a business in ladies' hand bags and novelties. His largest asset probably is the good-will he has built up with various department-store buyers, backed by intimate personal letters.

Here is the sales promotion he uses:

DEAR MR. PLUMMER:

You will no doubt be very much pleased to learn that I have already severed my connection with the _____ Company to embark for myself under the above name.

You can feel assured that I will do all in my power to retain the confidence placed in me and will state that I have originated one of the most remarkable lines in the leather goods industry with special assortments for sale purposes that will be unsurpassed.

Hoping that I may serve you in the near future, and thanking you for all courtesies you have extended me, I am

Sincerely,

This letter may not be all it might be on English diction, it may in one place sound a little superlative, but to me there is in it a homely sincerity and a desire to serve which mean a great deal.

We department-store buyers are human. If manufacturers approach us with the right goods in the right way we can be valuable friends to them. Thought and study of the best way to win our support will pay liberal dividends.

E. F. Au Joins Keelor & Hall

Earl F. Au, formerly trade investigator for the American Products Company, Cincinnati perfume manufacturer, has joined the staff of Keelor & Hall, Cincinnati advertising agency, where he will also serve as trade investigator.

Keelor & Hall are now placing the advertising of the H. & S. Pogue Company, Cincinnati department store, in Ohio newspapers outside of Cincinnati and in Kentucky, Indiana and West Virginia.

How Advertising Cuts Down Dead Mileage

Successful Cab Company Finds One-half Cent per Mile Pays for Advertising, Greatest Single Factor for Reducing Waste Expense and Increasing Volume

By Sam R. Houser

President, Yellow Cab & Baggage Co., Omaha, Neb.

ADVERTISING, properly employed in the cab business, can do more to reduce dead mileage and increase live, profitable mileage than any other one factor at the disposal of cab operators.

Good advertising is copy full of news, and we use it as a necessity—just the same as gas and oil.

Back of our efforts to give Omaha a cab service that can be looked upon as a safe, economical means of transportation is a wonderful story of the many things that it takes to do this. We have found no better way of inducing volume patronage of our low rates and prompt, efficient, courteous service than to keep telling the people of Omaha all about our business.

To accomplish this, we have employed advertising with such good results that hardly a week goes by that we are unable to notice a definite increase in the business.

I have been in the cab business for the past twelve years, and during this time have done considerable advertising, using practically all the different kinds of advertising known, and, as a result of having had this broad experience, I know that, like myself, there are many others in the cab business today who have used wrong methods and wasted lots of time and money trying to make advertising pay.

In our newspaper advertising we run our copy once a week, and every week, endeavoring to select the day when there is not much other advertising published.

With repeated use of two-column space, this plan has given us preferred position, and, our ad appearing on the day when other

copy is lightest, has assumed a very dominant position.

The copy we use is written so as to keep Omaha informed about the many interesting angles there are in the operation of our cabs. We tell them of the protection they get in riding in our cabs—of what is done to promote safety, how strict rules are laid down to do this, which our drivers are trained to follow, and must adhere to, to remain in our service.

And speaking of drivers, we tell of the careful search that is made into each man's career before he is accepted as an applicant to drive—of the precautions that are taken to keep our men in the best physical condition, so that they keep constantly alert and on the job back of the wheel.

The courtesy of our cab drivers is brought out prominently. We tell them of the pleasure that our men find in making certain that our patrons' every reasonable wish is anticipated and provided for—of the genuine interest our drivers take in filling unusual orders—where children are to be carried about unattended—and orders where elderly people, who want to ride slowly, may not be unduly fatigued at the end of their trip.

The comfort of riding in our cabs is featured—how they are heated in winter, and how a heavy robe that is clean and sanitary is provided.

We speak of the profound pride that our entire organization takes in their desire to see that all visitors to Omaha are made happy during their stay here. We are glad to give them information with regard to the various points of interest, and we tell how our drivers are equipped to give our visitors information service that

Reprinted from *Cab News*, Chicago.



IN the conception and execution of Composition we mean to have the Advertiser's Copy be a gleam of gold in the quartz of dullness; a slither o' lean within the fat of sameness; a spire silhouetted against the skyline of flatness; a green and beckoning island set in the vast ocean of the page sailed by surfeited eyes.



PHILLIPS & WIENES

Typographers Who Prove It With Proofs

314 EAST 23RD STREET, NEW YORK

To the Members of the Association of National Advertisers, Inc.

Gentlemen:

The AMERICAN LEGION Weekly congratulates you on the following resolution passed at your recent meeting in Chicago.

"BE IT RESOLVED, That the Association of National Advertisers call upon the publishers of national media, magazines, newspapers, trade papers and other periodicals to use the influence of their columns in an effort to educate buyers to the wisdom of buying nationally advertised goods."

For more than two years we have carried, every issue, in page and half page copy, heart to heart talks to our readers written in everyday language, telling them what advertising is, what it does, and what it means to them.

The well-known "Buddy in the Barrel" has been one feature of this campaign, and "Buddy" owes his existence solely to comment made on national advertising by our readers—dealers, salesmen and consumers alike.

And, today our advertisers tell us that our three-quarters of a million reader-owners are more sold on advertising than the readers of any other national publication in the country.

The space used for this campaign figures, at our regular rates, more than \$100,000. Results prove that it was worth ten times this amount. Without doubt this educational work has helped us. And it has helped every national advertiser no matter what mediums he may use.

For, because of this campaign, our readers are today keener students of all advertising. A new responsiveness has been awakened in them.

But, naturally, it has helped most those advertisers using our columns.

The Pepsodent Company of Chicago says: "Your activity in interesting your readers in advertising carried in your columns is undoubtedly of special benefit to your advertisers."

"To your advertisers"—that's the point. Why is it that all the members of the Association of National Advertisers aren't included in this classification?

Cooperation, as we understand it, is two-sided.

Very truly yours,

The AMERICAN LEGION Weekly.



General Manager and Advertising Director.
627 WEST 43d STREET, NEW YORK CITY

It will be a pleasure for us to explain in detail to any member of your Association, or to any advertiser or agency, how we have invested \$100,000 in "advertising advertising"—and made it pay.

July 13, 1922

can be most favorably compared to data distributed by regular tourist bureaus.

Our Lost and Found Department is featured, and we are able to show how many valuable articles, almost daily, are returned promptly, upon identification, to their owners.

We feature the meter system of operation—of the protection that this offers our patrons. We are also able to illustrate, at different times, how by our being able to check from our meter records the volume of business being secured, and how it is distributed over certain hours.

Our dispatching system, as a means of giving prompt and efficient service, is featured—and we are able to show how the establishing of stands at different points depends entirely on what our patrons' wishes are, showing that stands are provided in certain localities, as a way of more conveniently serving the volume of patronage, similarly located, more speedily.

And we take the public into our confidence about our rates and how they are established, and how lower rates can be brought about, and show them that we are quick to respond to their demand for lower rates, by keeping them well in proportion to the volume of orders being received.

There is any number of other items that I could go on to list as other important and interesting things that happen in our business, that the public want to know, and should know, and that we tell them.

This is good-will business—building advertising—the backbone—the unseen force that links our business and what goes on in it so closely with the public.

Our telephone-directory advertising fills the gap between the patron who wants cab service conveniently and quickly, constantly bringing us increased phone patronage.

Our street-car card advertising is of the reminder type. While the copy used must be necessarily brief, there can be no question that it has the ability to get one or

two meaty facts across and make them stick.

Naturally, with advertising having taken such a definite part in our business, we carry it on our books as an item of necessary expense, and it is calculated in our cost per mile. For the past year, we have spent .005 cent per mile for advertising, and the returns have amply justified this expenditure.

Our advertising has done more to reduce our dead mileage for the amount of money spent than any other force which I can find to bring into our business, and, in my judgment, progressive cab operators reflect their ability to make their business grow in the measure in which they employ good advertising.

Cab operation and advertising go hand in hand, and it is difficult to conceive how any operator can hope to secure the maximum of business single-handed.

We are glad to invest \$5 in advertising for every new patron secured, and we consider such an investment very reasonable.

Our service is such that we know, once we secure a new patron, he will be so impressed with the features of our service that we cannot fail to get repeat business, which, of course, quickly reduces this small first cost.

Dr. Cattell Goes with Philadelphia Chamber of Commerce

Dr. E. J. Cattell, for twenty-two years statistician for the City of Philadelphia, and its original traveling booster, has resigned to become field manager of the Convention and Exhibitors' Bureau of the Philadelphia Chamber of Commerce. His job will be to sell Philadelphia by word-of-mouth advertising as a convention and exhibition city. During his career as statistician it is said that he made 20,000 speeches, which have been delivered in every State of the Union.

"Tea Room Management," a New Publication

E. J. Williamson, New York, associate editor of the *Hotel Gazette*, will publish a new monthly magazine, the first copy of which will appear in August. The new publication will be called *Tea Room Management* and will feature articles of interest and technical help to those in the tea room business.

Methods Found Successful in Selling to Colored Population

MANY enterprising concerns are beginning to realize that the colored population of this country constitutes a market of considerable size. Too many advertisers have dropped into the habit of looking upon the negro as a negligible factor in the purchase of goods and have deducted him from the population figures when laying out sales territories.

According to recent census figures there are over ten million negroes in the United States. Most of them are located in the Southern States, though every single State in the Union has some, from Idaho, Nevada, New Hampshire, North and South Dakota, where the negro population is less than one thousand in each State, to States like Georgia, Mississippi and Alabama, where it runs over a million apiece.

A factor that always has to be taken into consideration when the question of selling the negro looms up is the almost insuperable barrier of race prejudice. The Northern born and trained salesman is seldom called upon to deal with the negro in the course of the day's work and when he has to do it he is unhampered by inherited or acquired antipathies. That is, as long as he stays in the North. As soon as he crosses the Mason and Dixon line, however, he is a pretty courageous and self-opinionated individual if he attempts to transact business with the negro and the Southern white man at the same time.

This condition has led some concerns to employ colored sales people for selling to the negro in the South, and it has been done with more or less success—more often less—due to the fact that colored sales people of the right mental and moral character have not been easily obtainable.

R. H. Garcelon, Tulsa, Okla., representative of The Fuller

From "Fuller Life," house magazine of The Fuller Brush Company.

Brush Company, says that the Tulsa branch office, led to think of the large negro population in that district, undertook to start a real sales campaign to sell to the negro.

"The first question to be solved," he says, "was the matter of securing the right kind of representatives. To this end, I went to call upon the principal of the colored high school and asked how many of the teachers hoped to work this summer.

"After explaining the methods followed by The Fuller Brush Company and demonstrating the line, I was given the opportunity to speak to the teachers in a group. As a result, we were able to line up four men, all college graduates.

"These men have been all over the territory embracing this branch. They have sold brushes under all manner of conditions. They have been successful in towns populated entirely by negroes, in small oil towns, in the small towns in the agricultural communities, in the negro settlements in the cities.

"We are finding that the servant quarters in the better class of city territory is quite the best business yet. Here we are dealing with people who have no rent to pay or groceries to buy. They are ready buyers and in most cases feel it distinctly an honor to have the opportunity to buy the same goods that the mistress does.

"Our four salesmen have sold and ordered out \$2,083 worth of brushes during June and July. The highest day of any of these men was \$60, high week \$208.95 and high individual sale of \$22.600.

"It has been a pleasure to direct the work of these men. They have been glad to conform to all our policies and can always be relied upon to render real service and do it cheerfully. They work their territory thoroughly and never crab!"



In the Glow of a Furnace

Ten years ago Sophie Irene Loeb of the New York World wrote:

"In East Aurora, James Wallen is kindling fires which will consume old advertising ideas and create new. And the glow of his furnace will be seen the country over."

I confess that the potter's hand trembles on occasion and a few cracked and half-baked ideas come out of that furnace. But I offer to my clients only the fine lustres, the perfect glazes, the fictiles of a reasoning mind and a sound imagination.

Recently I have modeled a series of furniture advertisements that one competent critic called "sparkling" and another the "most attractive in the retail field".

JAMES WALLEN

Persuasive

Advertising Copy and Plans

NEW YORK STUDY:

VANDERBILT HOTEL

STUDY:

EAST AURORA, N. Y.

Correspondence to East Aurora

Announcing the—

SUNDAY DETROIT TIMES

—first issue

August 6th

*Sunday rate 23 cents per agate line
until December 31, 1922*

SPECIAL NOTE:

The Detroit Journal has suspended publication, leaving the evening field of over 1,250,000 prospective buyers of your merchandise to two papers. The Detroit TIMES has grown from 26,000 to 115,000 since October.

National Advertising Representatives

G. LOGAN PAYNE COMPANY

Tower Bldg., Chicago, Ill. Kresge Bldg., Detroit, Mich.
Carleton Bldg., St. Louis, Mo. Security Bldg., Los Angeles, Cal.

PAYNE, BURNS & SMITH

Fifth Avenue Bldg., New York 100 Boylston St., Boston, Mass.

Proof That Advertising Justifies Itself Economically

Lower Selling Cost Not Its Only Justification

WALTER B. SNOW AND STAFF
ADVERTISING
BOSTON

Editor of PRINTERS' INK:

Will you kindly send me references to articles containing statistics on how advertising has decreased the cost of selling?

I imagine that there is rather an impressive list which goes to show that the progressive advertising policy of a company reduces the combined sales and advertising percentage cost to a lower point than the former selling cost when salesmen alone were used.

WALTER B. SNOW AND STAFF,
ROGER WOLCOTT.

INDEED PRINTERS' INK has published an imposing list of articles on the economics of advertising. Long as this catalogue is, it would be ten times longer if all the companies that have lowered their total selling cost through advertising could mathematically prove it. Often, however, there is no basis of comparison between the advertised and the unadvertised business. Frequently when a concern decides to advertise it makes radical changes in its selling policy. Sometimes it standardizes its line, discarding dozens and maybe hundreds of its former numbers. Sometimes it continues its old numbers, but concentrates all its advertising and sales guns on a leader. Sometimes special salesmen are engaged to sell the advertised leader and another force of men is retained to sell the balance of the line. Many other similar complications occasionally enter the question, so that from a pure accounting standpoint it is impossible to compare the new selling cost with the old. Another influence that prevents bookkeeping accuracy is the habit of many manufacturers of making the advertising account a catch-all for every miscellaneous expenditure that comes along.

If the facts could always be obtained it would be found that good advertising, properly placed and

consistently maintained, reduces the cost of selling in the majority of instances. But even if it did not, advertising would be able to justify itself economically any way. Advertising does many things for a business and for the consumer, too, besides decreasing the cost of selling. All of these various economic aspects of advertising will be found treated in the appended list of articles.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

Advertising as an Economic Asset; January, 1922; page 38.

Anti-Advertising Bankers Block Business; December, 1921; page 29.

Financing a Business through Advertising; May, 1921; page 13.

Is Advertising an "Economic Resource"?; April, 1921; page 19.

The Fast Awakening Force—Advertising; February, 1921; page 23.

(PRINTERS' INK)

The Importance of Being "Known"; May 25, 1922; page 17.

What Advertising Has Done for a Food Product That Is Difficult to Trade-Mark; May 18, 1922; page 33.

A Banker's Appraisal of Advertising; May 18, 1922; page 92.

How Colgate Explains the Economics of Advertising to Its Employees; May 11, 1922; page 157.

National Advertising Gives the Benefit of Co-operative Buying; May 11, 1922; page 130.

The Advertising History of California Prunes; May 4, 1922; page 3.

Making a Product Standard; May 4, 1922; page 183.

What Advertising Means to America; May 4, 1922; page 105.

California Power Companies Permitted to Advertise; April 27, 1922; page 80.

A Public Service Corporation Classifies Reasons for Advertising; April 27, 1922; page 173.

What Once-In-Never-Out Advertising Did for Kitchen Kleenzer; April 27, 1922; page 3.

What Shall the Selling Price Be?; April 20, 1922; page 3.

No. William Wrigley Is Not a Fool; April 13, 1922; page 171.

Scrapping One Hundred and Fifty Sectional Brands and Building Six National Brands Instead; April 13, 1922; page 3.

Stories of Advertising Successes; April 13, 1922; page 20.

The Difference between Advertising Expense and Selling Expense; April 6, 1922; page 44.

Does the "Staff of Life" Need Advertising?; April 6, 1922; page 169.

Little Sun-Maid's Attain Success in First Year; March 30, 1922; page 101.

What a New Marketing Programme Did for Witte Engines; March 30, 1922; page 3.

Who Pays for the Advertising?; March 16, 1922; page 154.

A Multiplicity of Campaigns to Increase Milk Consumption; March 16, 1922; page 25.

A Personally Conducted Tour among Advertised Commodities; March 16, 1922; page 133.

How Skookum Apple Advertising Helped the Industry; March 9, 1922; page 92.

Banker Tells How Advertising Can Bring Profits in 1922; March 2, 1922; page 87.

Does Advertising Increase Cost of Women's Apparel?; March 2, 1922; page 99.

Answering a Retailer's Query about Profit on Advertised Goods; February 23, 1922; page 61.

More Advertising Would Make Nation Prosperous; February 16, 1922; page 130.

How Well Known Is Your Brand?; February 9, 1922; page 17.

Phoenix 1921 Sales Impetus Carried into January by Advertising; February 9, 1922; page 80.

What the Banker Thinks of Advertising; February 2, 1922; page 131.

Clinching Ownership of a Brand Name with Advertising; February 2, 1922; page 3.

What the "Buyers' Strike" Taught Retail Mail-Order Houses; February 2, 1922; page 25.

Advertising Helps Beekeepers Solve Problems; February 2, 1922; page 17.

Bank Loans for Advertising; January 19, 1922; page 128.

Building a Business to Last; January 5, 1922; page 3.

Living Up to His Advertising; January 5, 1922; page 104.

Manufacturers and Advertising Agency Should Co-operate More Closely; December 8, 1921; page 33.

Banker Tells How Advertiser Can Get Credit Backing; December 1, 1921; page 77.

A Sketch in Parable of Advertising History; November 24, 1921; page 146.

Concentrated Sales Drive Saves Market for Sunsweet Prunes; November 24, 1921; page 137.

Festus Wade's Views on Advertising as a Business Force; November 17, 1921; page 33.

Advertising and the Banker's Attitude Toward It; November 3, 1921; page 69.

Advertising Enables Manufacturer to Control His Production; October 27, 1921; page 19.

How Advertising Looms Up in Bankers' Minds Today; October 27, 1921; page 3.

The Net of What Advertising Has Done for the Cranberry; October 13, 1921; page 89.

Why Printz-Biederman Business Is Ahead of Last Fall; October 6, 1921; page 33.

How Advertising Has Cut Cost of

Selling Clothing; September 29, 1921; page 132.

How Advertising Won for Notions a Seat above the Salt; September 29, 1921; page 102.

How Durham-Duplex Made August Its Biggest Month; September 22, 1921; page 53.

How We Are Lifting the Bars from a Restricted Market; September 22, 1921; page 89.

A Tonic for an Industry; January 27, 1921; page 166.

Faith: The Soul of Advertising; January 27, 1921; page 166.

The Goods That Sell Best Today; December 16, 1920; page 101.

The Courage to Go Ahead in Business; December 9, 1920; page 57.

Business Hills and the Modern Accelerator; December 2, 1920; page 180.

When Laymen Discuss Advertising; October 14, 1920; page 203.

Almond Growers Extend Market to Whole Year; October 14, 1920; page 93.

More Advertising, Less Advertising Expense; September 23, 1920; page 52.

Making People Want More—the Basis of Civilization; June 10, 1920; page 19.

What Advertising Has Done for the California Fruit Growers; June 10, 1920; page 33.

Why Kellogg Has Faith in Advertising; May 20, 1920; page 17.

Increased Volume; May 13, 1920; page 195.

Advertising Helps Finance Business; April 29, 1920; page 196.

Advertising under Fire; April 22, 1920; page 49.

Advertising Holds Down Prices of Commodities; April 15, 1920; page 122.

The Careless Buyer Hurts Us All; April 1, 1920; page 26.

Advertising and Low Volume Sales; March 25, 1920; page 199.

The Larger a Business Grows the More It Must Advertise; March 4, 1920; page 129.

Truth, Advertising and Better Merchandise; February 12, 1920; page 152.

An Asset, Not a Liability; January 15, 1920; page 182.

The Concern Which Is Getting Ready to Advertise; January 15, 1920; page 3.

One Man Did Two Men's Work with Help of Advertising; January 8, 1920; page 154.

A.N.A. Prepared to Defend Advertising as Economic Force; December 11, 1921; page 181.

Advertising, a Real Reserve; December 4, 1919; page 109.

Thomas Russell's New Book Explains the Why of Advertising; October 30, 1919; page 37.

Advertising Necessary to Enterprise, Says Samuel Gompers; September 25, 1919; page 3.

Why Advertising Always Will Be; September 18, 1919; page 125.

Advertising Reduces Prices of British Spectacles; September 11, 1919; page 140.

Business Permanence a By-Product of Advertising; June 19, 1919; page 174.

The Economic Justification of Advertising; April 17, 1919; page 92.

Advertising Increases Sales of

SOME Publisher
SOME Printing Salesman
SOME Buyer of Composition

CAN CASH IN ON MY INVESTMENT

I AM A country newspaper man. I have an excellent plant, including a model 14 linotype, cylinder and job presses, with extensive equipment, all comparatively new. My hobby is my newspaper. Publishing a weekly in a small city (ours is a college town of about 3500), appeals to me. Life in such a town has many advantages. But a good plant, capable of doing scads of work, also appeals. And so I have, for use part time, much valuable machinery. And idle machinery is not profitable.

Our office itself is large and light, well arranged for make-up and pamphlet or publication jobs.

I am not seeking great profits. But some contract work, either linotype composition or make-up and presswork, or a combination with profits small but sure, and which would take up the slack in my plant, could be made profitable to buyer and seller.

Some responsible concern, with an established business, can make an advantageous contract with me.

Angola is located within a few hours of Chicago, on the New York Central. Mail, freight and express service is good.

H. W. Morley

Publisher Angola Herald ANGOLA, IND.

DAYTON — SPRINGFIELD

Data for the Advertiser and Space Buyer

NET PAID CIRCULATION OF NEWS LEAGUE PAPERS FOR JUNE, 1922

	Dayton News		Springfield News	
	Daily	Sunday	Daily	Sunday
City	30,368	27,463	13,957	12,610
Suburban	11,084	9,070	2,448	2,382
Country	1,752	3,275	176	164
Bulk	146	377		
Total Net Paid.....	43,348	41,085	16,581	15,156

TOTAL LINEAGE CARRIED BY DAYTON AND SPRINGFIELD PAPERS IN JUNE, 1922, COMPARED WITH JUNE, 1921

	DAYTON		
	1922	1921	
NEWS	1,170,988	1,027,012	143,976 Gain
Other Evening Paper....	726,236	687,932	38,304 "
Morning Paper	595,154	573,632	21,522 "
Total	2,492,378	2,288,576	203,802 "
	SPRINGFIELD		
	1922	1921	
NEWS	745,444	755,118	9,674 Loss
Morning Paper	425,264	543,118	117,852 "
Total	1,170,708	1,298,234	127,526 "

FOREIGN LINEAGE OF NEWS LEAGUE PAPERS IN JUNE, 1922, COMPARED WITH JUNE, 1921

	1922	More Than 1921
DAYTON NEWS	186,170	27,582
More than other Evening Paper.....	87,514	
More than Morning Paper.....	90,804	
More than both combined.....	22,148	
SPRINGFIELD NEWS	120,960	16,335
More than Morning Paper.....	85,540	

News League of Ohio

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representative:

New York
50 East 42nd Street

I. A. KLEIN

Chicago
Ft. Dearborn Bank Bldg.

Pacific Coast

A. J. NORRIS HILL CO., Hearst Bldg., San Francisco, Cal.

Sorodont Fifty Per Cent in 1918; January 9, 1919; page 108.

German Toys—a Cloud with a Silver Lining; September 15, 1921; page 145.

Advertising Pushes Phoenix Sales Beyond Wartime Volume; September 8, 1921; page 3.

Why Banks Don't Know the Value of Commercial Advertising; September 1, 1921; page 42.

Advertising's Contribution to the World's Best Music; August 11, 1921; page 17.

The Bank's Attitude toward Advertising; July 21, 1921; page 3.

What Advertising Has Done to Make 1921 Victor's Best Year; July 14, 1921; page 3.

Advertising Makes Men Want Even Life Insurance; July 14, 1921; page 81.

How Advertising Has Demonstrated Its Place in the Economic System; June 30, 1921; page 65.

Advertising Pulls Salmon Industry Off the Rocks; June 30, 1921; page 106.

Advertising and Bank Clearings; June 30, 1921; page 139.

America Is Becoming "Ship Minded" through Advertising; May 26, 1921; page 63.

Teaching the Dealer the Meaning of Marketing; May 26, 1921; page 112.

War Department Has No Policy of Favoring Non-Advertisers; May 26, 1921; page 90.

American Business and Its Debt to Advertising; May 26, 1921; page 81.

Greater Efficiency per Agate Line; May 5, 1921; page 117.

Advertising Puts Over Women's Coats in Men's Stores; May 5, 1921; page 28.

The Rise of Clicquot Club through Advertising; April 28, 1921; page 189.

Advertising Is Determining What Products the Chains Shall Carry; April 28, 1921; page 136.

How Advertising Aids the Credit Seeker; April 14, 1921; page 3.

Maintaining Gains in Standardization; March 31, 1921; page 154.

Human Interest Advertising Even in Clothing Samples; March 31, 1921; page 73.

How Advertising Has Transformed the Collar Industry; March 17, 1921; page 3.

Don't Prejudice the Survey; March 10, 1921; page 158.

The High Cost of a Non-Advertising Policy; March 10, 1921; page 49.

Resolution in Advertising Comes as Its Power Is Seen; March 3, 1921; page 17.

What It Costs to Stop Advertising; February 24, 1921; page 81.

Salesmen's Commission Reduced as Advertising Starts; February 10, 1921; page 69.

Simmons Co. Capitalizes Advertising Done during the war; February 10, 1921; page 20.

What Advertising Means to Me; February 10, 1921; page 41.

Advertising That Reduces Selling Costs; January 27, 1921; page 105.

Can a Manufacturer Get There without Advertising?; November 21, 1918; page 17.

Michigan Facts:

During the war, MICHIGAN manufactured a billion dollars' worth of goods a year.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 38 East 42nd Street

R. R. MULLIGAN

the **Portland**
OREGON



But—

in New
Orleans
it's the
Item

We Know Cincinnati

THERE is no "blue sky" in Post Merchandising Service. In a few words, it is just honest and thorough investigation of those angles of advertising and distribution that vitally affect sales of the product to be advertised in this market.

A card, a wire, a call—and we'll work with you.

The Cincinnati Post
A Scripps-McRae Newspaper
Member A.B.C.

What Is YOUR Subject?

We have compiled, from the best articles, treatises and special contributions to past and future issues of **The Walhamore Complete Business Service**—and from over 600 magazines and publications, the following **SPECIAL WALHAMORE EDITIONS**—each loose-leaf, up-to-date and complete with cloth binder. Sent prepaid on receipt of price. New features added to your binder monthly.

Subject	Title of Walhamore Edition	Price
Accounting—35	Accounting Problems Solved by C. P. A.	\$1.00
Administration—65	Things an Executive Should Know	1.00
Advertising—100	Advertising Plans Outlined	1.00
Federal Taxes—326	Federal Tax Hulings Analyzed	1.00
Parcel Post or Mail Order—300	Things to Sell By Mail	1.00
Salesmanship—72	Ways to Put Across Sales	1.00
Journalism—222	Places to Sell Manuscripts and "Snapshots"	1.00

Check off your selections and pin as many Dollar Bills to this advertisement as you want copies of the **WALHAMORE EDITIONS**—or send money order or check. Every copy worth five times the price to you in your particular line of work. Money refunded if not fully satisfied after 3 days' examination.

Address all orders to

THE WALHAMORE CO., Publishers
Lafayette Building Philadelphia, Pa.

Advertising and Non-Essentials; November 7, 1918; page 3.

The Consumer, the Advertiser and the Government; August 15, 1918; page 3.

Advertising Is Selling—That's All; August 15, 1918; page 102.

An Open Letter to the American Medical Association; August 1, 1918; page 17.

The Economics of Advertising; July 11, 1918; page 3.

College Professors Give an Airing of Their Views on Advertising; May 16, 1918; page 28.

Price of Carborundum Goes Down Fast as Demand Grows; March 7, 1918; page 45.

Why It Is Wise to Advertise When Oversold; January 31, 1918; page 25.

"Who Pays for Advertising?" Asked at Hearing in Washington; November 1, 1917; page 81.

Congressional Ignorance about Advertising Again Exhibited; September 13, 1917; page 28.

Advertised Goods and Price Advances; June 28, 1917; page 40.

Advertising Fosters the Growth of Profitable Side Lines; June 28, 1917; page 3.

Facts about Munsingwear's Growth; June 7, 1917; page 112.

Advertising Develops Industry in Half the Time; June 7, 1917; page 90.

Advertising's Part in National Prosperity; June 7, 1917; page 18.

How Advertising Keeps Down Costs to the Consumer; May 10, 1917; page 3.

To Teach Public Advertising Is an Economy; March 29, 1917; page 52.

Facts about Advertising Which a Government Investigation Should Consider; February 15, 1917; page 8.

A.N.A. Starts Campaign to Prove Advertising an Economy to the Consumer; February 8, 1917; page 85.

Advertising a World Economy; February 8, 1917; page 111.

Paul E. Derrick Writes a Book in Defense of Advertising; January 25, 1917; page 46.

A.A.C. of W. to Investigate Advertising from Economic Standpoint; January 25, 1917; page 66.

Advertising as Scapegoat in Cost of Selling; December 28, 1916; page 32.

Will Explanations Be Necessary?; December 21, 1916; page 120.

Advertising as a Bankable Asset; April 20, 1916; page 54.

Dare You Quit? Is Chalmers' Test of Advertising; March 23, 1916; page 120.

How Advertising Tends to Reduce Selling Cost; March 2, 1916; page 100.

Advertising Expense or Investment; February 10, 1916; page 130.

How Advertising Aids Sales Shown in Government Investigation; February 10, 1916; page 57.

Business Lessons I Have Learned from the Study of Receiverships; December 23, 1915; page 3.

The Real Value of Advertising Investments (Editorial); December 9, 1915; page 121.

Advertising Viewed as an Investment; December 9, 1915; page 37.

\$750,000.⁰⁰ More Each Week

The buying power of the
readers of

The Birmingham News

The South's Greatest Newspaper

has increased in the past year more
than three-quarters of a million a
week, due to a steadily improving
industrial condition and a constantly
growing circulation.

*The best "buy" in The South
is better than ever*

Average Net Paid Circulation For June, 1922,

Daily	Sunday
64,618	70,428

KELLY-SMITH COMPANY

National Advertising Representatives

New York

Chicago

PROGRESS

is the proof of merit



In 1919

18

Newspapers in the United States exceeded The Los Angeles Examiner in total want ad lineage.

In 1920

10

Newspapers in the United States exceeded The Los Angeles Examiner in total want ad lineage. The Examiner gained more lineage than any other newspaper in the country.

In 1921

2

Newspapers in the United States exceeded The Los Angeles Examiner in total want ad lineage. The Examiner gained more lineage than any other newspaper in the country.

In 1922

?

Figures for the first six months show that The Examiner has gained 410,690 net lines and 71,988 individual advertisements over the same period of 1921.



Los Angeles Examiner

SPECIAL REPRESENTATIVES:

In New York—W. W. Chew, 1834 Broadway

In Chicago—Wm. H. Wilson, 909 Hearst Bldg.

In San Francisco—E. A. Holman, Monadnock Bldg.

Looking at the Optician's Business through Advertising

The Interest of Newark, N. J., High School Students in an Optician's Laboratory Points the Way to a Copy Angle

A BUSINESS, particularly if it has to do with making a technical product, may be conducted in such an efficient manner that its processes do not seem, to the proprietor, to possess any elements of interest to the buyer or the user of the finished article. The manufacturer is too close to the details of the thing he makes to realize that he has a story to tell that would be interesting to his market and therefore valuable for him to communicate.

Quite possibly he really has nothing of this sort to divulge to many of his customers—the men or women who buy a service and never give a thought to the reasons why they are able to get satisfaction in their purchases. But the person with an inquiring mind is met with frequently enough to make it worth while cultivating him.

For instance, how many people who wear eyeglasses would like to know more of the processes of manufacture? They know that they take a cryptic prescription to an optician and that in a few days they return for their glasses. But what happens behind the scenes in the meantime? Would it not be interesting to know?

J. C. Reiss, an optician of Newark, N. J., believed that it would. Advertising has been used by Mr. Reiss ever since 1892, when he started in business. It has been good advertising, too, but of a kind that other opticians have

used. However, the technical and scientific work of his profession has appealed to Mr. Reiss and he has always been pleased to explain to interested individuals the "mysteries" that lay behind the making of lenses. A local high



ONE OF THE ROTOGRAVURE SERIES

school frequently sends groups of students to him and he conducts them on a lecture tour through his laboratories.

These lectures received such marked attention that Mr. Reiss looked about for ways in which to get the story of lens-making before a greater number of people. He conceived the idea of doing this through illustrated advertising and called in a commercial photographer. He supervised the taking of a series of pictures of the manufacture of lenses. When these were completed he ran the series, once a week, in a Sunday

paper. The results were so promising that he planned a campaign to cover approximately six months. More pictures were taken and the copy was written by Mr. Reiss, who believes his messages are of such a technical nature that they can be satisfactorily written only by an experienced optician.

This series of illustrated advertisements appeared weekly in the rotogravure section of a local newspaper. It gave a complete and instructive story of the optical business from a customer's entrance into the store with a prescription to his departure with the proper lenses.

Preceding the campaign an advertisement appeared in several newspapers which announced the coming series. This read as follows:

Beginning next Sunday we shall start an educational campaign, in the rotogravure section with photographic illustrations of our shop, showing various processes and machines for making perfect lenses. We believe this series of photographs will be very instructive and

interesting to those who wear glasses as well as to the general public.

It is our purpose to show with non-technical descriptive matter just what happens from the time you leave your prescription with us until the glasses are adjusted to your features. The first picture will show our fitting table, where facial measurements are taken and comfortable, becoming mountings are advised.

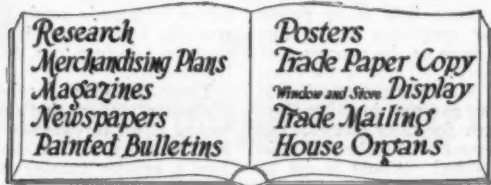
Look for these pictures every Sunday.

The first of the series was a picture of the fitting tables, where customers were shown sitting at the tables with the clerks in attendance. The remainder covered the making of lenses in the following sequence: Prescription Department; Stock Room; Surface Grinding Room; Lens Blocking; Surface Grinding (close-up); Polishing Lenses; Grinding Cylinder Lenses; Centering and Axis Finding; Lens-Cutting Machine; Grinding Edges of Lenses; Close-up of one of the Automatic Edge Grinders; Drilling; Mounting and Assembling Bench, and Inspecting Finished Glasses. To keep the reader's interest stimulated each



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

A
prin
Bust
Inter
a wh
Nobr
gray.
State
area.
of O
Ba
of th
hum
On
distr
follow
white
Auto
out
Ann
Hon
Groce
Ann
Ann
Refai
Livest
Grain
Corn
Wheat

P
RE



WHITE!

A map of economic conditions which was printed in the July issue of "The Nation's Business," and is reproduced above, shows three interesting things about Omaha. Omaha is in a white area, where business is good. All of Nebraska outside the white spot, is shown in gray, meaning that business conditions in this State are fair. No black spot, or poor business area, is shown within several hundred miles of Omaha.

Basically a farming country, the prosperity of this region is founded on that safest form of human enterprise—tilling the soil.

Omaha, The Gate City, stands high as a distributing and manufacturing center. The following figures throw light on "Omaha's whiteness":

Automotive and allied industries output	\$17,115,310.00
Annual packing house production	158,040,064.00
Grocery and provision trade	49,436,528.00
Annual factory output	327,024,061.00
Annual wholesale output	346,276,525.00
Retail business	100,000,000.00
Livestock receipts	6,889,593.00
Grain receipts	65,476,400.00
Corn receipts	23,114,000.00
Wheat receipts	30,455,600.00

"A white spot" among newspapers is The Omaha Bee. Keen newspaper competition in Omaha brought about a local rate and circulation survey by The Associated Retailers. This survey proved to the satisfaction of Omaha retailers the following facts about The Omaha Bee:

1. 75 per cent of the subscribers to The Omaha Bee OWN THEIR OWN HOMES.

2. The average value of homes lived in and owned by Bee readers is higher than the value of the homes of readers of either of the other Omaha newspapers.

3. Omaha retailers gave The Omaha Bee credit for more circulation than it claims.

THE OMAHA BEE PAID CIRCULATION AVERAGE

(As given in Publisher's Statement to A. B. C., March 31, 1922):
Daily... 67,023 Sunday... 71,426

The Omaha Bee

Member Audit Bureau of Circulations

PUBLISHER'S
REPRESENTATIVES

PRUDDEN, KING & PRUDDEN
Chicago Stager Building
New York 285 Fifth Avenue
FRED L. HALL
Claus-Sprueckels Building, San Francisco, Cal.



DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

for CORRESPONDENCE
of better-than-average appeal

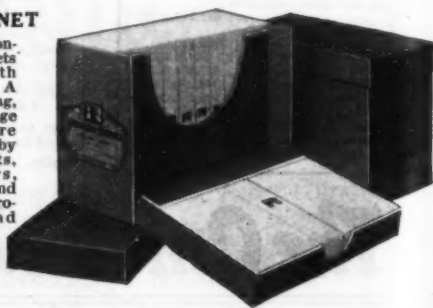
YOU "feel" the quality of a letter on Danish Bond the moment it comes from the envelope. It has the crisp, fresh snap and crackle of excellence that cannot be counterfeited. It has the strength, the texture and distinctive appearance that can be obtained only through the use of high-grade material, the most approved methods, and skilled, conscientious workmanship.

Danish Bond is made to meet exacting executive standards—at a price which executive judgment approves as sensible economy.

Danish Bond is sold in white and ten colors—water-marked with the seal of high, undeviating standards.

DANISH BOND EXECUTIVE CABINET

This dust-proof container holds 250 sheets of Danish Bond with envelopes to match. A compact, good-looking, ready-for-use package whose advantages are quickly appreciated by executives, merchants, physicians, lawyers, architects, engineers and other business and professional men and women.



DANISH LINEN DANISH KASHMIR COVER
DANISH LEDGER DANISH INDEX BRISTOL

A post card will bring samples and full particulars

Made in the Hills of Berkshire County by the

B. D. RISING PAPER COMPANY, Housatonic, Massachusetts

piece of copy carried an announcement of the subject that would be covered in the next picture. When the series had been completed the people of Newark had a very good idea of the technical skill and attention to detail so necessary in the optical business.

Mr. Reiss intends to follow this campaign with another series, which will show close-ups of men, women and children fitted with various styles of lenses and mountings in eyeglasses and spectacles.

The advertising in the regular newspaper section was continued during the rotogravure campaign, which was a complete plan in itself.

When Mr. Reiss was asked if he could see any definite returns from his advertising he said that many people commented upon the instruction which was given to them. The number of sales made had not increased but the total volume of sales, in cash receipts, was in excess of 1921, which had been his banner year. He believes he has raised the dignity of his shop and that he has developed a desire for quality in optical goods on the part of his customers.

Business by Telephone during Street-Car Strike

A street-car strike may prevent crowds of shoppers from reaching the shopping districts of a city, but stores are no longer dependent upon transportation for business.

As soon as a street-car strike was declared in Buffalo, the large stores of the city told the people in newspaper advertising that they could get all necessities by telephone. Copy was largely featured by drawings of long rows of telephone switchboards and operators, order-takers and delivery trucks. The services of professional shoppers on the staffs of some stores were offered to satisfactory fill customers' orders.

Advertising Campaign for Spanish Spring Water

The Rubinat Company, Inc., New York, which owns the Condal Rubinat Springs in the province of Lerida, Spain, has placed its merchandising and advertising account with Evans & Barnhill, Inc., New York advertising agency. Condal water has had distribution throughout the United States for a number of years.

The Central Foundry Company, New York, manufacturer of the "Radio" heater, has also selected Evans & Barnhill, Inc., to handle its account.

The **KNIT GOODS GROUP**

The **Underwear & Hosiery Review**

The Original New White

Sweater News and Knitted Outerwear

Knitted Fabrics Apparel



The journals of the knit goods trade.

Published monthly by

The **Knit Goods Publishing Corp.**
321 Broadway, New York, N.Y.

"Our Wives, God Bless Them"

Mr. J. M. H., owner of a series of prosperous women's specialty shops in the Northwest, recently made one of his periodical trips to New York to lay in a supply of women's suits and waists. One particular suit captivated his fancy so thoroughly that in a letter to his wife he wrote the following paragraphs: "The new fall line of H. D. tailored suits is one of the best I have ever seen. It is so good, in fact, that I am sending you one special delivery by parcel post, so that it may reach you before I return, which will be within the next ten days.

"I want you to have it as an example of what artistic things can really be done by ready-to-wear manufacturers when they are working along the right lines."

Ordinarily, nothing would have happened, but Mrs. H., who had been her husband's secretary before marriage, got a brilliant idea. She felt that if her husband could write such an enthusiastic letter to her about one of his items of everyday merchandise, surely other women would be interested if the thing were rightly presented. She made a copy of those paragraphs and embodied them in a very brief letter that she asked the advertising manager to send to a list of customers, describing the circumstances.

The letter was sent to 3,700 customers shortly after Mr. H. returned. Within five days after it was mailed 675 suits, averaging \$42.50 each, were sold.

Folks the world over appreciate an out-of-the-ordinary situation; especially when they feel that they are being "let in" on something. Nor does it make any difference what you are selling, so long as you convey that idea gracefully.

What do you think?

—From the Bulletin of the Direct-Mail Advertising Association, Inc.

Hugh M. Smith Opens Newark, N. J., Agency

An advertising agency has been established in Newark, N. J., by Hugh M. Smith, which will do business under the name of the Hugh M. Smith Company.

Mr. Smith has been connected with Frank Seaman, Inc., the Cowen Company, Inc., and Procter & Collier Co., Inc., advertising agencies, and has also been advertising manager for the Keystone Varnish Company, Brooklyn, and at one time was specialty sales manager for McKesson & Robbins, New York.

New Accounts with Coutlee Agency

The M. H. Avram Company, Inc., management and industrial engineers, and Davis-Olivier, book publishers, both of New York, have placed their advertising accounts with Douglas Wakefield Coutlee, Inc., an advertising agency of that city.



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL



Announcing the Return of

A. R. EADIE

as Advertising Manager of

THE HOTEL REVIEW

Mr. Eadie's former five years' experience in the same position on the *Review*, in addition to several years' experience with the *New York Times* and *The Chilton Hotel Index*, during which time he made a close study of Hotel and Hotel Supply conditions, fits him eminently to be of great assistance in the planning of any campaign to reach this vast, fertile and important field.

Like the proverbial "From the cradle to the grave," the modern hotel uses practically every marketable article known to merchandising.

CHARLES E. GEHRING, Pres.,
THE HOTEL REVIEW,
1480 Broadway.

Plan to attend the Seventh Annual Hotel Men's Exposition at Grand Central Palace, New York, November 20-25, 1922. Complimentary tickets upon request.



Makes Him Say "What's This?"

In each envelope of your ordinary mail you can tuck an attractive stuffer that may bring you several steps nearer a sale.

These enclosures can be given "stopping power" by their design, form, and the color and quality of the paper and printing.

They are not expensive when you use Hammermill Cover. Strong enough for the cover of a book or catalog, Hammermill Cover prints easily. Its color variety is in itself a source of ideas for interesting, non-costly effects. For samples, ask your printer or write Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

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Is the Merchandise Broker a Was-er or Is-er?

What the Efficient Broker Does; the Other Kind and How He Obstructs Business

By a Sales Manager

[EDITORIAL NOTE: This is a fair statement of the case for the merchandise broker. We are aware that many readers will be disposed to think that the author is a little too fulsome in his praise of the broker. But it must be remembered that this man is writing of his personal experience. He is not dealing with the experience of principals whose relations with brokers have been unsatisfactory. In many lines the broker who gives real service is a legitimate factor in distribution, whose right to exist is thoroughly established and generally recognized.]

MANY merchandise brokers are either going out of business or are hanging on by the proverbial shoestring. This is not only true of the food-product brokers, but of those in other lines.

There is a serious doubt in the minds of many people as to whether the merchandise broker is an economic necessity. He stands between the producer or manufacturer and buyer and, to the casual observer, collects brokerage. To many a principal he appears to be a sort of buyer for the wholesaler, constantly seeking to break down the principal's price. To many a buyer he seems to be a middle man who does nothing tangible for the brokerage he collects and which the buyer feels should be allowed him if he would place his order direct.

Now, it might as well be said right here, early in this article, that those who are going out of business or just hanging on are the ones who make the principal wonder just why a broker exists and makes the buyer wonder how the broker endures. And it is something about which to wonder.

In wondering, we go on and look a little farther and we find other men calling themselves brokers and the chance observer would have to be told that this latter group and the former group are all in one and the same gen-

eral category known as merchandise brokers.

The difference between them as individuals and groups is so great that it is astounding. But it does not take one long to realize why the one group is going out of business and just hanging on while the other group stands out prominently as a dominant factor in American merchandising.

The inefficient broker is the greatest pest and drawback in present-day merchandising. The principal who finds himself trying to do business through one is on the straight road to hard sledding in that particular territory.

But the principal who is represented in any given locality by a worthwhile broker, has at his disposal the soundest, most efficient and most economical method of local representation that has thus far been worked out. This is especially true with the principal who produces a short line consisting of but a few numbers.

We are not interested here in the inefficient broker. He will disappear without any help from us. The principals who find themselves represented or misrepresented by such individuals must simply get out from under as quickly and cheaply as possible and make other connections. What we are interested in is the development of the right sort of a broker.

THE ADVANTAGES OF SELLING THROUGH AN EFFICIENT BROKER

Every once in a while we hear of one house or another which has come to the conclusion that the merchandise broker as an institution is a failure and it decides to market its line along other channels. With them we have no quarrel, but we do believe that instead of trying to do without the

Do You Want This Job? Can You Fill It?

The job is assistant to the Sales and Advertising Manager of a nationally advertising corporation in the confectionery field. The man who fills it must be able to write thinking copy, generate ideas for direct-mail work and house bulletins, make working layouts and guide art work, engraving and printing. He will have an opportunity at some sales correspondence. Previous sales experience would be an asset.

We prefer a man between 25 and 30 years old. A good salary will be paid from the beginning, with plenty of encouragement to increase it. Location, Pittsburgh. If you are interested, the opportunity is here. Address "F. D.," Box 152, Printers' Ink

Founded 1799

NORRISTOWN DAILY HERALD

For Over a Century One
of Pennsylvania's Great
Home Newspapers

RALPH BEAVER STRASSBURGER
Publisher

broker, both the principal and the buyer are better off in helping the broker to develop to a real state of efficiency and service.

There might be some ground for questioning the value of brokers as an institution were it not for the outstandingly successful brokers who today exist in so many markets. This can prove but one thing—that it is not a case of brokers but a matter of getting into the brokerage business the right kind of men.

It has been said many times that after a man fails at most everything else he either starts selling insurance or opens a brokerage office. And this has often happened. But the man who starts a brokerage business because he has been unsuccessful in every other line of business stands about as much chance of making good as the man who starts selling insurance because he has been a general failure.

There was a time when a man could take the minimum of ability and willingness to work, find himself desk-room, get an account or two and make a so-called living as a broker. But that time has passed. The man who would today succeed as a merchandise broker must not only be able and willing to work but have adequate capital.

WHAT MAKES A BROKER EFFICIENT?

Looking over the group of outstanding successes in merchandise brokerage, one is impressed with the fact that those men in every case would have made highly successful sales managers. They would have been highly successful executives in many other lines of work. They are first of all good salesmen. They are men of sound financial ideas. They are not only honest but they are active and aggressive. And in addition to these qualifications, they are men who dominate the local buying market. They are men with whom buyers like to talk. These successful brokers know more about conditions in general than the buyers upon whom they call. They have something worthwhile to tell the buyer besides prices of their

\$60,000,000,000

—

"THE par value for all the securities listed on the New York Stock Exchange," says Jason Westerfield, Secretary of the Library Committee, "aggregates sixty billion dollars, equivalent to one-fifth of the national wealth."

Nearly all these securities are engraved on Crane's Bond.

If that figure is not large enough, one might add securities listed on other exchanges, and the government bonds of some eighteen nations, so that it does not seem unduly sweeping to say that no other paper in the world ever had the safety of such large amounts of capital entrusted to its endurance and engraving qualities.

100% selected new rag stock

121 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

—Good Business—

The first half of 1922 sets a new record for *The Boston Transcript*—a gain of 303,231 agate lines of advertising over the previous high record for this period.

The Transcript's gain in National advertising was 27%—the largest per cent of any Boston Newspaper. *The Transcript* was second in total among evening papers.

There was also a substantial gain in circulation, a continuation of the growth that has prevailed so consistently.

The obvious inference is that *Transcript* readers are prosperous and that they are being acceptably served by the—

Boston Evening Transcript

CHAS. H. EDDY CO.

National Advertising Representatives

Chicago

NEW YORK

Boston

lines. The highly successful broker is very often the individual who makes the buying and selling policy for most of the wholesalers in his market. His training and experience and his desire to serve his buyers keep him thoroughly informed and not only the buyers but the local bankers are glad to turn to him for up-to-the-minute information.

And so we come to this conclusion: the merchandise broker who is going to continue to stay in business, who is going to continue to grow, is the broker who is more than a mere writer of orders. He is the actual representative in his market of a group of manufacturers or producers. He is a higher-priced man, a better man, than any one of those principals could afford to retain in that market. He is more than a salesman to the buyer. He is a man to whom the buyer can look as a real adviser. And we may be sure that the buyer, responsible for the right purchasing of scores of articles, is only too glad to be able to repose confidence in the merchandise broker who is worthy of that confidence. Many a buyer today gives full credit for much of his success to the merchandise broker who has ably advised him.

"We get out of this business in proportion to what we put into it," one broker told me recently. And he went on to say: "I am going on the assumption that we have to put in a little more right along than we take out."

For many years, the broker could function by coming in contact with the wholesaler only. There was a time when the wholesaler was a brand builder. But with changing conditions, the wholesaler is no longer in a position, as a class, to pick and choose one brand of milk, one brand of pickles, one brand of flour, etc., and build just that brand. Or, if he does, he is often inclined to make it his own brand. That means that the broker who is representing a line which is sold to all wholesalers, and often to many "direct buyers" must reach out today beyond the wholesaler. And so we find in the food-brokerage



In
Bridgeport,
Conn.

Concentration Pays

A certain brand of evaporated milk heavily advertised in national publications for several years has a distribution in Bridgeport of less than 5 per cent. Another brand, of equal price, advertised in The Post-Telegram for the past two years has a distribution of 98% and is first in sale in 91% of the grocery stores.

I. A. KLEIN

50 East 42nd Street
New York

Ft. Dearborn Bk. Building
Chicago



The
Post-
Telegram
Only A. B. C.
Papers

WANTED ADVERTISING COPY SPECIALIST

An excellent position for an experienced copy man. More than *writing ability* is required. The man for the job must prove that he can put advertisements together—that he understands the *mechanics* of advertisement building as well as the broad principles of advertising.

Applications from agency men; service men with engraving houses, printers or publishers; free-lance service men, and direct-mail specialists will be considered and treated in strict confidence. Tell us about yourself and the work you have done, and as a preliminary send one or two specimens of your work.

McCONNELL & FERGUSON, Limited
London, Ont.

Man Wanted

Out-of-town agency with office in New York wants a man to take charge of that office. We need a man who is either running a small agency of his own or is of the type that could run one successfully.

He must not only be a salesman, but he must know the advertising agency business and be a good enough business man to watch credits and to organize.

We will back the right man with capital and the prestige of success in another section. We are members of the 4A's and have all the recognitions, etc.

We are not looking for men who "control" accounts or high-pressure "switchers." We would prefer a man who has been at the head of his own business and who cannot progress further because of lack of capital. However, any live-wire who knows the agency business will do. To the right man we will make a proposition that will yield him in time more income than he would probably otherwise earn. This is a high-grade proposition and will bear strictest investigation. All replies confidential.

"B. L.," Box 158, Printers' Ink.

business that the most successful broker from the standpoint of the principal reaches right into the heart of the retail trade. He may have his own retail organization or he may manage the retail sales force supplied by his principals. In either case, he is generally paid accordingly. But whether the force be his own or supplied by the principal, the worthwhile broker is able to obtain results with the retail organization at his disposal.

RECOGNITION OF THE RETAILER

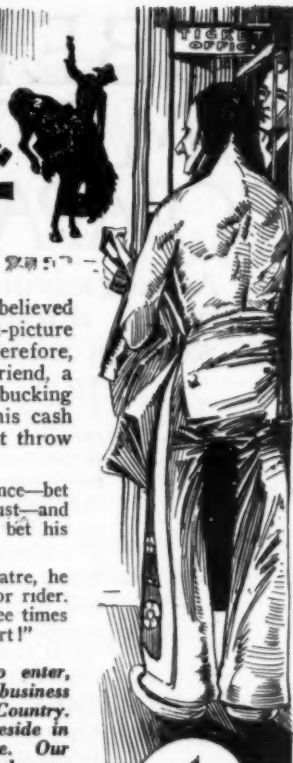
Another outstanding factor which the successful brokers of today are recognizing is that the retailer is the real point of contact. The wholesaler today is more than ever a distributor—not a brand builder—and the broker who is content with reaching merely to the wholesaler is not properly serving either the principal or the wholesale buyer. The buyer of a wholesale house is interested not in merchandise for its own sake but in merchandise on the move. And one of the first brokers to weaken under present-day conditions is the broker who imposes upon the friendship which the buyer may have for him and because of that friendship asks the buyer to stock his lines when there is no adequate work being done to enable the jobber to move them in reasonable time.

Manufacturers feel more than ever the need of the right kind of brokers. In the brokerage system as developed by many strong brokers the manufacturers of many lines have the most efficient and economical method of distribution.

But as we recently said to one interested party, "We don't believe in brokers as brokers, but in brokers as individuals. We are not interested in a broker, but in the broker."

Many times I have sat with brokers in their offices and have heard the song of fear that so often makes itself heard when the broker is revealing his inner thoughts. "The trouble with the brokerage business is that if I really do a fine job and build up

My friend "No Shirt"



PEO—old Indian chieftain, believed that figures on the motion-picture screen were actually alive. Therefore, when he saw a movie of his friend, a famous buckaroo, astride a bucking bronco, he immediately bet all his cash that the pictured horse would not throw its rider. Peo lost.

He sat through another performance—bet his saddle—the horseman bit the dust—and Peo Lost! At the next show he bet his blankets and shirt—and LOST!

Then, as he emerged from the theatre, he muttered: "My friend him damn poor rider. Three times horse throw him. Three times I lose um all. My name, it "No Shirt!"

MORAL—Know best how to enter, secure, and **HOLD** your business in this prosperous Oregon Country. More than 1,000,000 people reside in it—300,000 in Portland alone. Our merchandising bureau will help you travel the **PROSPEROUS ROUTE** because it knows conditions.

Write Today for Data

Oregon Journal

PORTLAND, OREGON.

Eastern Representatives
BENJAMIN & KENTNOR
Mallory Bldg., Chicago
225 Fifth Ave., New York

Coast Representatives
M. C. MORGENSEN & CO.
Examiner Bldg., San Francisco
Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle

OREGON'S

Largest Afternoon Newspaper



ROBERT SMITH COMPANY

An organization that has achieved success through doing things that were successful for others

IN the past several years during which Direct-Mail Advertising has been developing to its present place "in the Sun," it has been inevitable that there should have been many individuals and organizations that failed to endure—to grasp the place and functioning of this form of Advertising in a Merchandising scheme.

The Robert Smith Company has endured. Not only has it survived these years, but it has done so with success. But this success could have been possible only through having done things that were successful for its clients.

Today this organization retains practically every client it ever had in the matter of counseling and preparing plans and material for successful Direct-Mail Advertising.

Success is a potent thing. The simple fact that we are successful in our chosen field of work is sufficient to warrant you in dictating to your stenographer a line to us saying that you or someone of proper authority in your organization will talk with one of our men on the subject of how we are able to do something for you successfully.

ROBERT SMITH COMPANY

Production and Service at Lansing, Michigan

Detroit Office: 1858 Penobscot Building

**INTELLIGENTLY PREPARED DIRECT-MAIL PLANS
AND ADVERTISING**

We also render service to, and prepare new advertisers for the ultimate agency connection.

a line, the house will take the account away from me." And so he wonders if he would not be better off merely to take the cream as long as possible and never get down deep and build a business.

This fear is no more reasonable in the brokerage business than in any other selling job. We have heard of salesmen who went out and built up run-down sections into highly profitable markets only to have the house take the territory away and turn it over to some youngster with a relationship connection or what not. But that is no excuse for keeping all salesmen from doing their utmost.

And we have heard of brokers who built up a market to great volume only to have a "gold mine" taken away from them. But there is generally more to such a condition than just a cold-blooded robbery of a well-developed business. I recall one such a case distinctly. A broker built up a line to large volume. He had for years invested a good and fair share of his income in development. Then he came to the point where he felt the business was automatic—could go on momentum—nothing more need be done—so he withdrew his efforts, sat back in his luxurious office and, as he expressed it, "cashed in."

What happened? The volume in that territory stood still or went back while other territories increased. New numbers that the house introduced did not take hold in that territory. The principal investigated. He saw the situation and realized what would happen if the condition continued. He took the account away from that broker and sent one of his best men there as a direct representative to try to check the landslide that had already started. Probably the wails of this broker went a long way to convince rising youngsters that it is dangerous to do good work. If they had looked a little deeper, they would have discovered that just the opposite is the case—that it is dangerous to stop working.

One of our most successful brokers said to me recently: "The asset of the broker is the good-

The Family Guide

GRANDFATHER moved to the new country the Daily Newspaper told of. Father runs his business on its daily market reports.

Mother buys through it the family rocking chair and son gets his first situation from its want columns. It's a part of their home life, and is the only way to reach that household and every other household—ask your agency.

Boston Globe
Baltimore Sun
New York Times
Minneapolis Tribune
San Francisco Bulletin
St. Louis Globe-Democrat
Philadelphia Public Ledger
Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS
701 Ford Bldg. 401 Globe-Democrat Bldg.

Southern Ruralist

ATLANTA, GA.

MAILING CLERK'S REPORT

Distribution by States

Date of Issue July 15, 1922

States	No. of Copies
Alabama	34,000
Arkansas	4,539
Florida	21,831
Georgia	76,985
Kentucky	15,799
Louisiana	14,794
Mississippi	26,137
North Carolina	47,724
South Carolina	57,478
Tennessee	20,821
Texas	4,837
Virginia	25,413
West Virginia	24,266
Miscellaneous	14,927

Total Net Paid	389,551
Advertisers	659
Adv. Agencies	465
Exchanges and Comp... ..	2,480
Sample Copies (direct) ..	0
Sample Copies (to canvassers)	300
Files, Spoils, etc.....	380

Total Press Run.....393,835

The above is a correct statement of copies of this issue.

M. M. SMITH,
Chief Clerk

will of the principals and the buyers. We get that good-will through serving both properly and fairly. We cannot serve one properly without serving the other properly. The buyer must have good principals from whom to buy year after year. The principal must have good buyers to whom to sell year after year. We serve the principal when we conserve the interests of the buyers and we serve the buyers when we conserve the interests of the principal. Each group needs the other and each group is interested in having the other group solvent and prosperous and alive. The broker who can so serve his principals and his buyers that both are successful in his territory has an asset just as safe and sound as though it consisted of such tangible things as factories and store-houses. After all is said and done, the greatest, most indestructible asset—the asset over which the individual has the greatest control—is good-will which he has built up and is maintaining and there is no business which is better able to build up and maintain that asset than the brokerage business."

Onion Growers Organize Trade Association

What is considered a step ahead in the marketing of onions and a move which may lead, eventually, to the co-operative advertising of this vegetable has been taken in the formation of the United States Onion Growers' Association, which has been incorporated at \$50,000 with headquarters at Northampton, Mass.

Wirt Goodwyn, Northampton, is president and manager, A. G. Pelissier, Hadley, Mass., is vice-president and E. C. Pelissier, Hadley, is secretary-treasurer.

The association has for its immediate purpose the securing of information concerning the onion crop throughout the country, combating legislation injurious to the growers and acting as sales agent of onion bags. The association will not deal in onions.

Perfume Account with Mears Agency

Mears Advertising, Inc., New York advertising agency, has obtained the account of Parfums De Volnay, New York importers of French perfumes. A campaign is planned in class publications and newspaper rotogravure sections to advertise its Yavana perfume.

Announcement

THE HEARST NEWSPAPERS (SUNDAY EDITION ONLY) MAIL ORDER—PARCEL POST SECTIONS

SAMUEL HECHT

while continuing to personally manage the Mail Order Section
of the

NEW YORK AMERICAN

will also direct and develop, along similar lines, the Mail Order—
Parcel Post Sections of the following Hearst Newspapers

BOSTON ADVERTISER
LOS ANGELES EXAMINER
MILWAUKEE TELEGRAM

CHICAGO HERALD EXAMINER
WASHINGTON TIMES
SEATTLE POST INTELLIGENCER

New York Office—1834 Broadway, New York City

Telephone Columbus 7000

The Big

FARMERS & BREEDERS OF THE NATION

WILL BE ATTRACTED TO THE

NATIONAL SWINE SHOW

• AND FALL EXPOSITION •

PEORIA, ILL. ~ SEPT. 29-OCT. 7



If you have a mes-
sage for the prosper-
ous FARMERS &
BREEDERS of the
Nation, Reserve
space NOW in the



NATIONAL

CHAS. H. EDDY Co.
REPRESENTATIVES
CHICAGO NEW YORK
BOSTON

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Inc.**

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THE BILLBOARD

America's **WEEKLY** Theatrical
Leading Digest

IS THE "SATURDAY
EVENING POST" OF
THE SHOW WORLD

Member of A. B. C.

The printing order of our Fall
Special Issue (last form closes
at noon July 31) is 85,000
copies.

THE BILLBOARD PUB. CO.

NEW YORK
1493 Broadway
Bryant 8470

CHICAGO
35 S. Dearborn St.
Central 8480

A Strawberry Short-Cake Epicurean Speaks

YARNALL-WARING CO.
PHILADELPHIA, July 11, 1922.

Editor of PRINTERS' INK:

Please accept the writer's thanks for your article beginning page 162, issue July 6, on strawberry short-cake.

The writer was brought up on real strawberry short-cake. He has suffered for years from the spurious article known as strawberry short-cake. He had begun to believe that real strawberry short-cake had disappeared from the world.

It is comforting to know that one person beside himself still remains who knows what strawberry short-cake really is.

YARNALL-WARING CO.
B. G. WARING.

New General Electric Merchandising Plan

The General Electric Company plans to begin operation of a new merchandising department about August 1. This new department will have charge of products that are now handled through resale channels, and it will be largely centralized at the Bridgeport works of the company. This new department will have three divisions: Administrative, supply sales, and motor sales. The administrative division will be divided into sales promotion, research, advertising, publication and supply-house sections.

Roy Quinlan with Grandin- Dorrance-Sullivan

Roy Quinlan has joined the Western staff of Grandin-Dorrance-Sullivan, Inc., as an account executive and will make his headquarters at their Chicago office.

Mr. Quinlan was formerly vice-president of the McJunkin Advertising Company, Chicago, and on the staff of James Howard Keeler.

Obtain Cincinnati Sheet Metal Account

The F. H. Lawson Company, Cincinnati manufacturer of sheet metal products, has selected the Blaine-Thompson Company, Inc., of that city, to handle its advertising account.

West Penn Power Appointment

W. F. Bostwick has been appointed advertising manager of the West Penn Power Company, Pittsburgh. Mr. Bostwick was recently with the Hydro Electric Commission of Ontario, Canada.

"Export" Advances T. D. Palmer

Export, New York, has appointed T. D. Palmer as sales-promotion manager.

i repeat my question:

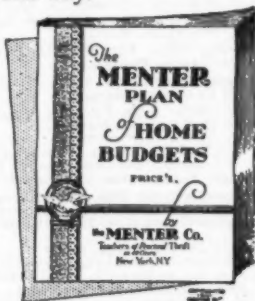
Of all that salary you earned
last year how much *actual*
cash have you saved?

We advertising men are an awfully peculiar lot of people. Unfortunate, I should say.

Primarily, because, due to the fact that thousands and thousands of dollars of our employer's money are invested by us, we think in thousands to such an extent that *we spend the money we make*, as though we were actually *earning* the thousands that we are investing in advertising space—

—result: *very few* of us have anything *tangible* to show for the hard, earnest *work* that we put into *ours*.

Now there is a way to cash in on *our* work, if we simply apply the same *idea* that we apply to our professional work, namely, we *must* plan systematically the handling of our incomes, just as we plan the handling of an advertising appropriation—and, this, THE MENTER PLAN OF HOME BUDGETS, *does* for your income.



Get your plan book—use it—over 725 other advertising men are using this plan book—USE the Coupon—NOW—SAVE.

MENTER

J.W. Lindau, Jr.

Adv. Mgr.

469-P Seventh Avenue

New York City

Use This Coupon N-O-W!

I won't let this go by—here's a dollar bill (or check)

If, after I read it, I decide that I haven't the backbone nor the guts to keep it up, nor even to start it, I will pass the plan book along to somebody else, who, I believe, can cash in on it, and you may donate the dollar that I enclose to teaching Thrift to others.

Sign.....

Street Address or P. O. Box.....

City..... State.....



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

Office: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

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D. M. Hubbard
London: Thomas Russell

NEW YORK, JULY 27, 1922

Success That Falls

Not quite a year ago a company making a long line of products selected one of them as a leader, advertised it extensively, put a powerful sales effort behind the advertising and got distribution in about sixty days. The campaign continued for a number of months after this and was very successful.

Under the impression that its market had been won, the company relaxed effort. The advertising campaign ran its course and stopped. Dealers lost interest. The manufacturer's sales force had nothing to talk about and was obliged to stand aside while competitors stepped forward and took orders. Today the company's advertised leader has disappeared from public view. Dealers with

stocks on hand are incensed and the company is inclined to feel that the venture was a failure because it did not carry on of itself.

The product was right and the company made money on the campaign while it lasted. The failure came to pass from poor judgment and insufficient knowledge of advertising as a business.

The moral is so obvious that it scarcely needs pointing out, save for one thing: There are some people who remember the campaign and class it as a failure of advertising because they are unacquainted with the facts.

Plenty of advertising campaigns have failed on account of an imperfect product, a poorly planned campaign or an unwise use of advertising funds. But the campaign here referred to failed because it succeeded too well.

Let advertisers who are dabbling at it, who have not yet learned that advertising requires brains as capable as for manufacturing or engineering, find encouragement in the fact that going into advertising is exactly like going into business.

More prospective advertisers would be advertisers could they think of advertising as of business. There is in Hartford, Conn., a concern that has made a phenomenal success of house-to-house selling. While the success of this company is due in a large measure to its national advertising, back of the advertising there is a sales policy, a solidly built field organization and a system of reward and advancement. Scarcely a week passes that some small concern, attracted by the success of this large organization, does not approach an advertising agency and ask for a plan that will enable it to duplicate the success of the larger company. It could use the same advertising, had it the money, and the advertising might bring in the business, but success would lead inevitably to failure without an organization to handle the business obtained.

Advertising entails responsibility in exact proportion to its success. The concern first mentioned above did not fail at all—it decided to stop succeeding. That is an en-

tirely different thing from failure. The Hartford company did not want to be a success merely, but laid its plans to keep on succeeding.

Business Be-coming More Impersonal

The death of Charles R. Miller, for forty years editor of the New York Times, revives once more the discussion as to the passing of personal journalism.

In no sense of the word was Mr. Miller a personal journalist. His prodigious accomplishments were always conducted anonymously. The institution rather than the individual received credit for his work. And yet Mr. Miller did not lose his personality. The influence he wielded, the prestige he attained and his financial success were vastly greater than if he had tried to be an old-fashioned personal journalist.

Not only in newspaper work, but in most other lines, business is becoming more and more impersonal. The great bank is taking the place of the great banker. A manufacturer may start a large business which bears his name, but in the majority of cases, it is being exploited as a company rather than as the effort of an individual. In retailing, the personal idea still strongly persists, but here, too, the tendency is to emphasize the organization rather than the individual. Even in such a pronouncedly personalized calling as that of the physician, there is a trend toward group practice, particularly in the matter of diagnosis. Farming is perhaps the most typical individualized occupation there is, but even here the association movement is gradually putting the impersonal stamp on the farmer's efforts.

A well-known advertising agent in recently eulogizing a former associate, now dead, paid remarkable tribute to his deceased partner. In fact the man in question is frequently spoken of as one of the most able men that ever graced the advertising profession. Yet, the agent said, if he had it to do over again he would not have associated himself with this man.

"He never could get the institution idea in his head," the agent declared. "He was always working for himself. While his loyalty to the firm was unquestioned, he never would pool his interests in the institution's jack pot. He always carried his business under his hat."

That explains why business is becoming impersonal. The individual, because of specialization, is able to accomplish very little. Where he joins with his fellows, and each handles his specialty expertly, the institution is able to accomplish marvels. But under this plan, the individual does not necessarily lose his identity. Steinmetz, the electrical wizard, though a devoted institution man, has probably become more famous with the General Electric Company than if he were working on his own hook. The Morgan partners are all working for the good of J. P. Morgan & Co., but each of them has become better known and has achieved greater eminence as a banker than if he were at the head of his own bank.

The institution does not swallow up the individual. It merely helps him, through nicely co-ordinated teamwork, to attain easier success than if he were struggling alone.

Plant Cleanliness an Advertising Asset

There is very little impurity in commercial food nowadays. The food laws, we suppose, are given credit for this condition. But we have always believed that advertising did more to clean up the food business than did all the regulatory laws passed by the State legislatures.

Twenty-five years ago adulteration and misbranding were rife in the food industry. A great deal of this was due to the lack of standards. The food laws established standards and let manufacturers know definitely what they should do and should not do. But advertising did more than that. It created a sentiment for wholesome food and let people know how and where they could find food that

met the requirements of the most fastidious diner.

At first the food laws were enforced vigorously. In recent years, though, the authorities have not been so vigilant. Despite this, food standards have not depreciated. The reason for this is that a manufacturer who brands his product, identifies his name with it and advertises it, is going to be very careful that nothing happens to the article which would damage his reputation. Most folks are mighty squeamish in the matter of food. If they have an unsatisfactory experience with an eatable, they are likely to be "off" of that particular product for life. Knowing this, the advertiser will guard his brand as though his very being depended on it. The packer of private brands has no such issue at stake. He has no responsibility to the consumer, because his connection with the food is often unknown.

Especially does lack of contact with the consumer lead to carelessness in the matter of cleanliness. While, as we said, there is very little deliberate adulteration in food at present, in too many cases food intended for human consumption is not packed under strictly sanitary conditions. It is assumed that as long as the product is not actually impure, the consumer has no right to complain. "Anyway," it reasoned, "what folks don't know doesn't hurt them." Editorial representatives of **PRINTERS' INK** are constantly visiting all sorts of businesses. They have frequent occasion to go through factories. Often they have been impressed with the fact that the food manufacturer who does not advertise is not very anxious to show his plant. He is not proud of what a visitor might see there. On the other hand, the advertiser is usually desirous of showing off his plant. Advertising keeps his business under a steady spotlight. He must, therefore, keep every last nook and corner of his factory spic and span—always ready for public inspection.

In fact many advertisers in the food business capitalize the cleanliness of their plants by inviting people to look them over. At

Niagara Falls, the plant of the Shredded Wheat Co. is second only to the Falls itself, in point of public interest. The H. J. Heinz Co. advertises in Pittsburgh papers inviting visitors to its plants, telling them what street cars to take and otherwise assuring the stranger that he will be welcome. This advertising brings 50,000 visitors to the Heinz plant every year. The Beech-Nut Packing Company, as well as many other food concerns, frequently makes plant cleanliness the subject of convincing advertising copy.

In sizing up the accomplishments of advertising, what it has done in making foods purer and more wholesome should not be overlooked.

A Day on the Farm for New York Advertisers

About sixty New York advertisers and advertising agency men went back to the farm for one day last week and heard former Secretary of Agriculture and of the Treasury, David S. Houston, knock the "back to the farm" theory into a cocked hat.

Mr. Houston and his advertising audience were guests of Henry Morgenthau, Jr., who recently became owner of the *American Agriculturist*, at his thousand-acre dairy and fruit farm in Dutchess County, New York.

In his address Mr. Houston characterized the "back-to-the-farm" movement as absurd, because, if successful, it would eventually mean that prices for farm products would be so lowered that there would be no profit for any farmer. "If I can express it dogmatically," he said, "the nation needs just as many farmers as can produce crops which they can sell to the nation at a profit."

This address by Mr. Houston, followed an introductory talk by Mr. Morgenthau and after an old-fashioned clam-bake. Mr. Morgenthau in his address explained why, after eight years of farming, he had decided to become a publisher, and outlined plans that he had made so far for the *American Agriculturist*. Among these plans was one calling for a change in page-size to 728 lines, effective September 1.

O. H. Kepley with H. B. Rouse & Co.

Oliver H. Kepley, formerly with the American Multigraph Company and the Keystone Type Foundry, has been made general sales manager of H. B. Rouse & Co., Chicago manufacturers of tools and devices for printers. Mr. Kepley will also have charge of advertising.

Ensemble Vacation

FROM JULY 28TH TO AUGUST 14TH
CALKINS & HOLDEN
SHUT UP SHOP COMPLETELY

THAT's our yearly custom, originated so far as we know, by us. Other businesses have followed it with equal success—

because—the machine doesn't have to limp along all through a long Summer with a part gone, here or there—

The engine doesn't skip through the lack of a plug or a "plugger" as the case is. When we reassemble, it hits on all cylinders.

So as a matter of service, the Calkins & Holden Lodge takes an ensemble vacation.

CALKINS & HOLDEN, INC.

250 Fifth Avenue, New York

Do you sell a Food Product?

Then you need Kellogg List No. 1, which lists 583 Chains of Grocery Stores, Meat Markets, Bakeries and Restaurants operating an aggregate of 23,965 units. A wonderful market. \$10.00.

Do you sell to Drug Stores?

Then you should have Kellogg List No. 2, listing 204 Drug Store Chains operating 2,167 stores. Price, only \$5.00.

Do you sell Department or 10c Stores?

Then you will surely want Kellogg List No. 3, which lists Chains of Department, Dry Goods and General Stores, 10c and Variety Stores; also Furniture, Music, and Gas and Electric Appliance Stores. 178 Chains operating 4,879 stores. \$5.00.

Do you sell Shoes or Clothing?

Then send for Kellogg List No. 4, listing Chains of Men's and Women's Clothing, Hat, Haberdashery, Shoe, Millinery and Ready-to-Wear Stores. 178 Chains operating 3,288 units. \$5.00.

Do you sell Candy or Cigars?

Then you need Kellogg List No. 5, listing Chain Cigar and Candy Stores; also Hardware and Sporting Goods, Auto Accessories, Books, Stationery and Office Equipment, Florists, Jewelers and Opticians, Barber Shops, Cleaners and Dyers. 141 Chains in all, operating 5,333 units. \$5.00.

Do you sell Building Materials?

Then Kellogg List No. 6 will open your eyes to a big market in the "Line" Lumber Yard field. It lists 330 companies operating a total of 4,393 yards handling lumber, building materials, fuel, and in many instances hardware, paint, fencing and implements. \$5.00.

Absolutely authentic.

Each Kellogg List is compiled from information supplied by the Chains themselves in practically every instance. It gives: Name of Parent Company; address of Buying Headquarters; number of stores or branches; principal lines of merchandise carried; many items of special information. Full of suggestive value for sales campaigns; invaluable as mailing lists.

Are you a student of marketing?

Then you need the whole set of six Kellogg Chain Store Lists described above. They furnish the first really comprehensive grasp of the great Chain-Store Movement. The complete \$35.00 set will be sent you for \$25.00 if ordered together before August 31st.

Kellogg Publishing Co.

167 Bridge St.

Springfield, Mass.

Checking Up on the Office Boy

The office boy who puts big stacks of letters in the street mail-boxes, instead of taking them to the post office, as directed, is in for some "tough sledding." Postmasters are checking up on him and calling the "boss" by telephone.

Postmaster Roy B. Nichols, at Houston, Tex., made a check-up and found that in one day the mail of twenty-five large firms was being mailed in the street boxes. All the executives who called on the telephone said they thought their mail was being taken direct to the post office.

A delay of as much as twelve hours can result if a fast mail train is missed when the mail has been deposited in a street box instead of being taken to the post office.

Killing the Flies in Public

In demonstrating "Flyosan," a fly insecticide, the National Drug Store Corporation, New York, used newspaper advertising to announce the killing of flies in its store windows every day for a week.

Under the legend "Murder will be committed," the readers were told the "Flies will be the victims." Our demonstrator will release several hundred flies in the window. Then with an ordinary sprayer he will pump a few sprays of a remarkable non-poisonous liquid into the air. Inside of a few minutes every fly will drop dead."

At Your Service

A sales assistant, now employed; selling to the consumer a high-grade specialty. In charge of department and staff of men. Personal sales last year over a quarter of a million dollars.

He commands a good salary now, but would go to the right organization for less if the difference could be made up with a genuine opportunity for self-development.

He would make a good right hand man for some executive. Married; age 28.

Address "F. M.," Box 15

PRINTERS' INK.

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Box 15



Insure your packages as you wrap them

Your packages can be insured with no inconvenience to your business.

To insure, tear a coupon from the North America Coupon Book and enclose it in your package. The entry on the stub is your shipping record. Payments of claims are prompt.

Mail us the memorandum below, and we will send you details.

*Any insurance agent or broker
can get you a North America Policy*

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

Capital \$5,000,000

Founded 1792

MEMORANDUM (Mail at once)

INSURANCE COMPANY of NORTH AMERICA Dept. W 727
Third and Walnut Streets, Philadelphia, Pa.

Send information regarding Parcel Post Insurance

To _____ (Name)

Address _____

Mention also any other form of insurance (except life) in which you are interested.



The Little Schoolmaster's Classroom

FOR many years advertising got along without any standard of measurement. Folks just advertised and let it go at that. They weren't very particular about their copy. They made no effort to co-ordinate their advertising with their selling. There was scarcely any attempt to follow-up the advertising or to tie it to the packages or to carry out any of the other refinements which we now regard as necessary. About the only phase of their advertising activities to which these old-fashioned fellows paid any attention was the buying of space. The patent medicine barons, who in the early days were our largest advertisers, were almost without exception very shrewd space bargainers.

* * *

But when advertising grew out of its infancy and entered the more sophisticated high-school age, there was a demand that it be submitted to some sort of a test. Strange to say, though, the tests that this period produced were nearly all mental tests. Psychology had a great vogue. Attempts were made to determine the value of advertising or of a particular piece of copy by measuring its psychological reactions on the public. Inevitably there was nothing very definite about these tests. They were arbitrary at best. The public is always a volatile factor and if you try to measure its reactions to any proposition through a psychology test tube you are going to get a result about as reliable as a July weather prediction.

All the while we were trying to harness advertising to metaphysics and to some of the newer *ologies*, we were overlooking the fact that, in some ways at least, advertising could be measured accurately by purely physical standards. Circulation, for instance, can be measured with mathematical certainty. The cost of circulation also can

be measured according to various standards. Much progress has been made these last few years in these physical advertising tests.

To the Schoolmaster's notion one of the most ingenious systems of measuring advertising physically that has been originated is the Milline system. Readers of *PRINTERS' INK* are already familiar with this system of measuring the weight of advertising. It was in its columns that Benjamin Jefferson, advertising manager of Lyon & Healy, Chicago, creator of the system, first explained it. The idea has attracted so much attention that Mr. Jefferson has been moved to write a book about it. It has just been published in loose-leaf form under the title "The Milline and Actline Advertising System."

Mr. Jefferson, himself, explains in the preface that theory has had little to do with the evolution of these systems. "Both have been worked out in daily practice extending over several years," he says. Much of the material in this book has already appeared in *PRINTERS' INK* under Mr. Jefferson's authorship. He has elaborated on the original material considerably, however, particularly in developing phases of the subject that came up in the extensive correspondence which the articles brought to him. The book also contains a list of national advertising mediums and their Milline rates for the year 1922. The list includes 384 newspapers, eighty-six farm papers, and 122 magazines.

* * *

The word Milline, as every reader of the Classroom should know, is short for million lines. As Mr. Jefferson says, "Advertising is a form of light. We can measure its weight. The term Milline has been used for some time by me for this purpose. When he first proposed this system, he says he expected a hearty acceptance of it on the



Signs That Smile

Flexlume signs are like cheery friends on the street—bright faced, smiling fellows, always happy. At night when the lights are on each letter beams with a warm glow of geniality. It suggests good cheer, comfort, gladness. It makes you instinctively say to yourself: "I like this place."

You can project that same thought into the minds of the thousands who pass *your* door every hour in the day—do it at a cost of less than one fifth of a cent per thousand. Where else can you get such advertising at such a price?

Just buying a sign won't do. It must have personality.

Flexlume signs with their raised white glass letters will help your business just as they are helping others, many of them large organizations like the Western Union Telegraph Co., United Cigar Stores, Hood Tires, and scores of others.

We would like to send you a sketch showing how *your* sign will look. Won't you tell us something of your needs?

Flexlume Corporation ELECTRICAL ADVERTISING

Pacific Coast Distributors:
Electric Products Corporation
941 W. 16th St., Los Angeles, Cal.

32 Kail St., Buffalo, N. Y.
Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.

We Want A Sales Manager

—who is now successfully employed in that capacity; who knows how to perfect a sales organization; who can dig up facts on which to base sales policies and who has a record of accomplishments in all of the above.

An excellent opportunity is offered the right man with an old and responsible Indiana firm manufacturing a furniture specialty. The product is nationally advertised and a leader in the field.

This is a big opportunity for a big man.

Address "C. B.," Box 150, care of Printers' Ink.

Live Advertising Representative!

Publisher of well established fast growing New York weekly wants two men of good address and personality who can sell advertising. Young man who has been business manager, or on staff of college publication or who has had good record selling trade paper or national magazine space. Write, giving age, education, experience, salary expected.

J. M. T., 1018-565 Fifth Ave.
New York

part of the advertising fraternity, but that he expected a five years' campaign to bring the system into general use. But it has come into wide use in less than two years. That shows how keen advertisers are for any help they can find in putting a more definite appraisal on advertising values.

But advertising cannot be adequately measured on the physical or mathematical basis alone. Mr. Jefferson is fully aware of this, so he provides us with his Actline copy system, which is a plan to measure the force of copy according to the appeal it makes to the impelling forces of the human race.

* * *

On a week-end vacation the Schoolmaster happened in a little country village, where the only means of local printed communication was a weekly newspaper. He found there an advertising idea that seems worthy of mention.

For six days there had been scheduled, in the one and only motion-picture theatre, the first part of a serial telling the life of Robinson Crusoe. The theatre manager was using liberal space to show pictures of the immortal Crusoe and his adventures.

Whereupon the newspaper issued a special page, on which many advertisers used space, brought in by the unusual headlines, which read: "What nine things would you want if you were shipwrecked like Robinson Crusoe? If you were shipwrecked on a deserted island, as Robinson Crusoe was, or if you were going camping, away off by yourself or going on a beach outing, what nine articles or sets of articles would you want?"

There was an immediate rush for position on that newspaper page. Every merchant seemed to think that he had for sale the one indispensable article, whether it was the goods of the druggist or the edibles of the grocer. Even a seed concern came in, suggesting that if the castaway had many packets of seeds, he need not do much worrying.

We have moved our Detroit branch to Chicago headquarters

For a year and a half we have operated a branch office in Detroit under the management of Robert B. Davis, vice-president.

It has been successful and profitable.

Our Detroit clientele has now grown to the point where its importance requires the service of our entire personnel.

And in Chicago we desire more of Mr. Davis' powerful copy ability.

The Detroit detail department is therefore moved to Chicago where our larger quarters in our own building permit of orderly expansion.

Mr. Davis, with headquarters in Chicago, will spend a part of each week in Detroit.

Messrs. Joerns, Finlay and Davis, who are the directors of this agency, will now be able to work in closer co-operation in the special interest of each client we serve.

Arnold Joerns Company *Advertising*

ARNOLD JOERNS
President

ROBT. B. DAVIS
Vice-Pres. & Copy Chief

J. J. FINLAY
Vice-Pres. & Bus. Mgr.

Arnold Joerns Building • 26 East Huron Street
CHICAGO

HOW ABOUT IT? FOREIGN LANGUAGE NEWSPAPER ADVERTISING

A line or a phone call brings all the information about our service or the foreign language field. Thank you.

ALEXANDER WOLSKY, Inc.

"26 Years a Foreign Language Service"
Publishers' Representatives

110 West 40th St., New York Bryant 6181

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

I Wish To Recommend

A young man, college graduate, who wants advertising entree into the business end of manufacturing of a staple article.

He volunteered, had three years in the army, two as second lieutenant, has been three years with a trust company and two and a half years in advertising agency work.

Let me introduce him via "A.C.," box 154, care of Printers' Ink.

Available

Young executive, 28 years of age and married, seeks new connection Chicago or Western territory. Seven years' experience—agency work comprising space, production and duties of account executive. At present employed as space buyer of recognized agency. Past experience would enable this man to handle the job of advertising manager or with small agency where opportunity for growth is assured. Address "M. G.," Box 151, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.



FREE!

Send for
PROOF SHEETS
of McCLOY'S
new cuts with
suggested
copy for each

A.W. McCLOY CO.
PITTSBURGH, PA.

H. E. Dygert with Beautebox, Inc.

Howard E. Dygert, who has been New England and New York State representative for *Architectural Forum*, has resigned to become district sales manager in charge of the Chicago and Mid-Western territory for Beautebox, Inc., with offices at Chicago. Beautebox, Inc., the home office of which is in New York, markets a special line of decorated metallic utility boxes, humidors, etc., manufactured by The American Can Company.

Change in Boston Office of Wm. T. Mullally, Inc.

Bruce Whittier has been appointed manager of the Boston office of Wm. T. Mullally, Inc., New York advertising agency.

Mr. Whittier has been on the staff of the New York office. He was formerly in the advertising department of the Charles Williams Stores and with Frank Seaman, Inc.

B. W. Compton with Mil- waukee "Telegram"

The Milwaukee *Telegram* has appointed B. W. Compton, formerly with the Detroit *Times*, automobile editor and manager of its automobile department.

The Man From Manila

There's a position somewhere in New York for the Man from Manila, an executive from the ground up, with four solid years to his credit in the Orient, with his nose close to the business grindstone.

Long before he entered the Eastern Field he knew the hardware, tools and cutlery business inside out. Four years in the Far East has rounded him out so that he knows all the lines handled by jobbing and export houses. He's a real find for any firm that wants a sales-manager or director of men. He writes a go-getter letter and can get results. If a thorough knowledge of Spanish and Spanish psychology is essential, he has it. The Man from Manila is "en route." If his qualifications appeal to you, write us. Tell us your requirements and we'll arrange that he calls on you just as soon as he arrives. Oh, yes, he's young, aggressive, and can sell himself to any live organization that is out for bigger business.

Address "P. K.," Box 153,
care of Printers' Ink

Dover Account for Grandin-Dorrance-Sullivan

The Dover Manufacturing Company, Dover, Ohio, has placed its advertising account in the hands of Grandin-Dorrance-Sullivan, Incorporated, of New York.

The Dover company manufactures flat irons and is at present developing the electrical iron end of its business. A survey and preliminary plans looking toward national advertising to supplement the present use of electrical and hardware trade papers are being made.

The Unique Storage Battery Company, Buffalo, N. Y., manufacturer of U-Neck storage batteries and house-lighting plants, has placed its advertising account with Walz-Weinstock, Inc., an advertising agency of that city. Walz-Weinstock, Inc., has also been selected to handle the advertising of the New York State Garment Company, Lockport, N. Y., maker of ladies' apron-dresses.

Is Your Product in Rhode Island?

Am capable of marketing your product in every nook and corner of this very wealthy State. Can do the same in southern Massachusetts.

My wide and varied newspaper experience in selling and merchandising most every commodity advertised in the newspaper enables me to put your product where it means more sales.

I WANT TO REPRESENT BUT ONE PRODUCT THOROUGHLY. BEST OF REFERENCES.

Ready to make change September 1st, or before if proposition warrants it.

Address "A. G.," Box 156, Printers' Ink

Impressions



SALES tales impress when they express the potent romance of your product. Impress us to express it, in copy, art, type—for newspapers, magazines, booklets.

SAMSON SERVICE
Strength in Advertising
Continental Trust Bldg. Washington D.C.

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio

Arkin Cuts for every purpose

\$1 FREE Big cut book—chock full of ideas—hundreds of cuts that help sell goods. Send \$1 for book—this \$1 is credited on first \$3 cut order.

Arkin Advertisers Service, 422 S. Wabash Ave., Dept. 20, Chicago



Circulation

60,000

Line Rate 50c.

Member A. B. C.
Member A. P. A.

FARMER AND BREEDER
SIOUX FALLS, S. D.

EVENING HERALD

leads all Los Angeles daily papers in Total Advertising with 7,100,352 lines net paid and leads all daily papers west of Chicago in paid advertising.

Its Great Circulation Covers the Field Completely.

Representatives:

New York:	Chicago:
H. W. Moloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	8 No. Michigan Ave.

ART or COPY?

Pretty poses by slick-haired boys or goods actually sold at a profit? The USUAL answer is determined by which the writer is selling.

HOW WOULD YOU LIKE TO HEAR THE UNBIASED TRUTH?

A sixteen-page booklet on
ART VS. COPY

will be sent Free upon your request
BY

THE PRINTING ART
Cambridge, Mass.

COMMERCIAL ART
OF THE HIGHEST ORDER
PHOTO RETOUCHING
DESIGNING-ILLUSTRATING
FREDERICK E. HAPPEL
BOX 362 WASHINGTON, D.C.

TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 30 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

POSTAGE Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

Crane Packing Account with Chicago Agency

The Crane Packing Company, Chicago manufacturer of "John Crane" flexible metallic packing, has placed its advertising account with Charles M. Sloan, Chicago advertising agency. Trade papers are being used for this account.

C. M. Heggland, formerly with the service department of Erwin, Wasey & Company, Inc., Chicago, has joined the space and production staff of this agency.

Will Manage Western Sales of Chicago Poster House

Morris W. Montgomery has been appointed Western sales manager of the Criterion Advertising Company, Chicago poster agency. He was formerly advertising manager of the Olds Gas Power Company, Lansing, Mich., and for the last two years has been secretary of the Face Brick Dealers' Association of America, with headquarters at Chicago.

Joins Los Angeles Agency

Elliott C. Hensel, recently sales and advertising manager of the Stewart-Dawes Shoe Company, Los Angeles, has joined the Hamel, Sutphen Advertising Agency, Los Angeles. Mr. Hensel was sales director of the Gotzian Shoe Co., St. Paul, Minn., before he joined Stewart-Dawes Company.

Available for

TRADE PAPER PUBLISHER

Young married man capable of creating and selling advertising. Thoroughly grounded in Trade Paper practice, with a successful four-year record for space sales and the development of industrial markets for national advertisers.

Have had agency experience. Three years trade paper sales and service in New York City. At present employed as Western representative of prominent class periodical. More concerned about future than immediate compensation. Excellent reasons for seeking change. Address "M. L.," Box 157, care of Printers' Ink.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Class each cents

BUS
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There is one hour to handle direct-by-York city Close co-Cove Fr Tel. 498.

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Atlanta,

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

There is a **Printer Out of Town**—one hour from Penn. Station, equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. **Glen Cove Press, Inc.**, Glen Cove, L. I. Tel. 498.

NEW YORK SALES AGENCY

Organization of experienced sales engineers in close touch with trade and industrial plants desires one more account in building specialties. Substantial representation offered for high-grade proposition. Box 602, Printers' Ink.

Are You the Man

to obtain an interest in a New York City progressive job printing firm; financially strong and of fine reputation? If you are a successful printing salesman or advertising man controlling a substantial amount of printing business—now perhaps so connected where there is no chance of "getting in"—this may be your opportunity to become a member of this firm. Write age and qualifications. Correspondence treated confidentially. Box 617, Printers' Ink.

HELP WANTED

ARTIST—High-grade retoucher. Permanent position. Give references and state salary desired. Box 625, Printers' Ink.

Advertising Manager

First-class, for large department store. Address, with references, specimen of ads, salary expected, etc. References handled confidentially. Address Lucian York, Atlanta, Georgia.

ART SALESMAN wanted as partner; one who knows the game and has sold before. Must have accurate knowledge of principles and values of art in its application to commercial forms. Box 609, P. I.

ARTIST—High-grade line and figure man. Permanent position. Give references and salary desired. Box 626, Printers' Ink.

FREE-LANCE ARTIST

We want to get in touch with a live free-lance artist who has fresh ideas for laying out, illustrating and lettering booklets, broadsides, folders, etc. Also good photo retoucher. Bring samples. **Herbert C. Levenson Co.**, 110 West 42nd St. N. Y.

Advertising men to solicit advertising for special Fall Buying Number of successful, old-established national trade paper, published in New York. Men with good references, experience in candy, cigars, tobacco, novelty, and stationery fields preferred. Liberal commission and permanent employment for result-getters. Box 603, Printers' Ink.

ARE YOU A

"SELF-STARTER"?

We want a man who can start something on his own initiative. We are looking for that kind of a business-getter. One who has had experience, who can originate ideas, secure accounts, bring results, increase the business, work in harmony, and feel secure in an old and well-established Advertising Agency. Good money and permanence for the right man. Give full particulars of your experience and qualifications. Address Box 611, P. I.

ARTIST WANTED

Chance to Connect With Growing Agency

We want an experienced, all-round man, equally good on lettering and figure work and who has **ORIGINALITY**—especially where layouts are concerned. Apart from satisfactory salary arrangements, we offer pleasant surroundings, interesting work and—most interesting—a chance to GROW.

The job is in a Central Eastern City of 400,000—about 5 hours from New York.

Write fully, stating salary desired. Send samples—especially black and white figure and lettering—which will be returned. If unwilling to send samples write anyway and await our request for them. Box 615, Printers' Ink.

Salesman Wanted—Must have following. Good Hustler can secure interest in business without investment. Box 632, Printers' Ink.

ADVERTISING SOLICITOR

Leading publication in field wants experienced advertising solicitor to work in New York and vicinity on strictly commission basis. Excellent opportunity for live-wire. Box 631, care of Printers' Ink.

AGENCY PRODUCTION MAN

Christian young man, preferably employed in production department of some large agency, with knowledge of engravings. Should be college man with ambition to succeed. Write Box 634, P. I.

Two young men wanted. Well-established offset printing company requires additional salesmen. Good future with enterprising, steadily growing institution specializing along practically exclusive lines. Men desired need not have had printing experience, but must be well educated, must possess good address, initiative and a willingness to work hard. Age about 25. Salary basis. Write, giving full particulars regarding education and experience. Address Box 627, Printers' Ink.

ADVERTISING SALESMAN

A leading publisher of specialized journals now has an opening in a Middle Western territory. Salary commensurate with ability and future entirely dependent on the man.

Proven ability to sell advertising space to controlling executives is an essential qualification together with a broad knowledge of world markets and foreign trade.

Give complete details in first letter—it will be held as strictly confidential. Box 633, Printers' Ink.

Copy Man Wanted

The local service department of a large Southern advertising agency needs a high-grade copy writer who is experienced in writing copy for retail stores and other commercial institutions.

No amateurs need apply. Upon proof of ability will engage at good salary, with opportunity to share in profits later on. This is a splendid opening for a live wire. But remember, we want someone who can write good copy and do it fast. Phone Bryant 5512 for appointment.

MISCELLANEOUS

Book Manuscripts Wanted! Autobiography, fiction, business, religious, verse, travel—and subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.



IF WE CANNOT SAVE YOU MONEY ON YOUR MAGAZINE PRINTING CONTRACT

we don't want it! Because we are equipped to print and mail one or two magazines, house-organs or fraternal, any size or quantity, at a saving. **RURAL PUBLISHING COMPANY,** Mt. Clemens, Mich.

POSITIONS WANTED

ARTIST—Versatile young man, experienced on general commercial art, lettering, and cartoons, desires connection with New York firm. Box 619, care of Printers' Ink.

College Man, with some knowledge of copy writing, typography, layout, art and engraving, is seeking an opportunity to show his mettle. Address Box 621, Printers' Ink.

ARTIST

Layout man, visualizer. New York and Boston experience in all mediums. Will locate in either New York or Boston. Box 629, Printers' Ink.

Capable mail-order and traffic executive with several years' experience in office management and warehouse supervision open for immediate location. Age 31, married. Box 624, Printers' Ink.

Magazine Expert—12 years' background successful work advertising and circulation sales (verbal and mail), printing, make-up, copy service. New York or vicinity. Box 623, Printers' Ink.

SALES PROMOTION EXECUTIVE

Experience as department director. Can produce sales letters and literature. Ability to direct work of others. Excellent references. Box 607, Printers' Ink.

Copy-Writing or Editorial Position—man, 26, some experience, practicing attorney, can write, wishes to make change. Educated, conscientious, native American. No Saturday work. Box 608, P. I.

ADVERTISING MANAGER

Young man (28) with sound advertising training and strong record desires position where results are required and recognized. Box 605, Printers' Ink.

Young man, 22, single, high-school graduate, wants job as reporter on newspaper or similar work. Experienced in circulation department work and banking. Hard worker, honest and reliable. Box 612, P. I.

ART AND PRODUCTION

An Art and Production Manager, with experience in both Advertising and Publishing, is open to accept an engagement if one more attractive than that he at present has is offered. He might invest \$10,000 or \$15,000. Principals only. Box 630, Printers' Ink.

YOUNG specialist in experience, advertising, design.

Copy W Would need j with ser automotiv where.

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YOUNG LADY, college graduate, specialist in work with children, five years' experience in publicity writing and speaking, desires position in publicity or advertising in New York. Box 614, P. I.

Copy Writer Knows Automotive Field Would prove valuable asset to agency needing just such specialized ability. Now with service department of dominating automotive publications. Will go anywhere. Box 613, Printers' Ink.

LETTERER AND DESIGNER who can make good layouts and handles mechanical subjects in pen and ink desires position in New York City. Studio, agency and trade-paper experience. Box 604, Printers' Ink.

FREE-LANCE AD MAN Sales-propelling ideas sprout from my Corona when I get behind and push. Complete production on all advertising to responsible parties. Inquire at no obligation. Box 606, Printers' Ink.

I combine "3 in 1"
I am a successful **IDEA MAN**—
make striking **LAYOUTS**—
write pulling **COPY**—
want New York Agency Connection.
Box 610, Printers' Ink.

ADVERTISING SOLICITOR many years' experience, desires to become Eastern Representative for a weekly or monthly publication with national circulation; commission basis; references. Box 622, Printers' Ink.

New Connection Desired

Advertising manager of 30 million dollar business in middle west can be interested in a new position.

Age 31. Present connection, 10 years.

Desirous of making one final and permanent change.

Box 635, care of
Printers' Ink
Chicago Office

WE CONNECT THE WIRES

SALES PROMOTION MAN with engineering background and agency research, plan and copy experience, is ready for new connection at \$3,500. Familiar with mining, construction, rubber and mechanical goods. "Man of integrity, high-grade correspondent, good organization worker, secures co-operation of salesmen." Age 31; married; available because of company's change of policy; Northeast preferred. No. 11,108.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

ADVERTISING SOLICITOR—A Real Producer, one that has experience and really gets results, wants connection with good publication. Can furnish excellent references from present employer. Address Box 616, Printers' Ink.

Circulation man, 27 years old, office manager in circulation department of magazine of one of country's oldest and best-known publishing houses, desires to better himself by getting into more productive work. Will be interested in first-class publication only, and in proposition in which there is a future for one willing to work hard. Salary, \$40 per week to start. Best of references. Box 618, P. I.

DO YOU WANT A NEW YORK REPRESENTATIVE?

A thoroughly experienced advertising man, who is perfectly at home with the big prospect and can talk advertising and merchandising with him to a successful conclusion. Experienced trade paper, magazine, dealer helps, outdoor and direct mail. Have own office and complete equipment. Miller, Box 628, P. I.

Original, Profitable, Workable IDEAS

I originate remarkable, profit-making IDEAS that solve unusual problems of Marketing, Advertising, Trade-Marks, Office Management, and Collections. In addition I indicate possibilities for additional profits and economies through the discovery and utilization of By-Products. Agency or corporation could use my services (either whole or part time) to their utmost satisfaction and profit. Box 620, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue New York

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Outdoor Advertising

NATION-WIDE

110,000,000
CIRCULATION

REPETITION

builds Reputation ; persistent, continuous repetition creates the foundation of familiarity and with constantly increasing force crystallizes that familiarity into buying desire—one of 12 advantages of

OUTDOOR. ADVERTISING

Thos. Gusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

FACTS

—of value to every man who spends money for advertising or whose money is spent for advertising—**FACTS** on markets and merchandising as well as on advertising—**FACTS** completely and statistically presented—**FACTS**, not estimates—**FACTS** to help the greenest specialty salesman as well as the largest national advertiser or agency—**FACTS** vividly pictured in graphic charts—**FACTS** that help to take the blue sky out of advertising—**FACTS** available nowhere else—

—make up the eighty (80) pages of The Chicago Tribune's new **BOOK of FACTS**.

The 1922 **BOOK of FACTS** is just off the press and will be mailed **FREE** to any selling organization requesting it on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles